

# *Southern* **BUILDING SUPPLIES**

**AUGUST, 1950**

SERVING THE LUMBER AND BUILDING MATERIAL DEALERS IN 16 SOUTHERN AND SOUTHWESTERN STATES



## **WOOD WINDOW UNITS ON THE MARCH**

***Columbia Sets Up Model City Building Division  
Competition from Uncle Sam ★ Stocking Moldings***

**10,500 Copies This Issue**

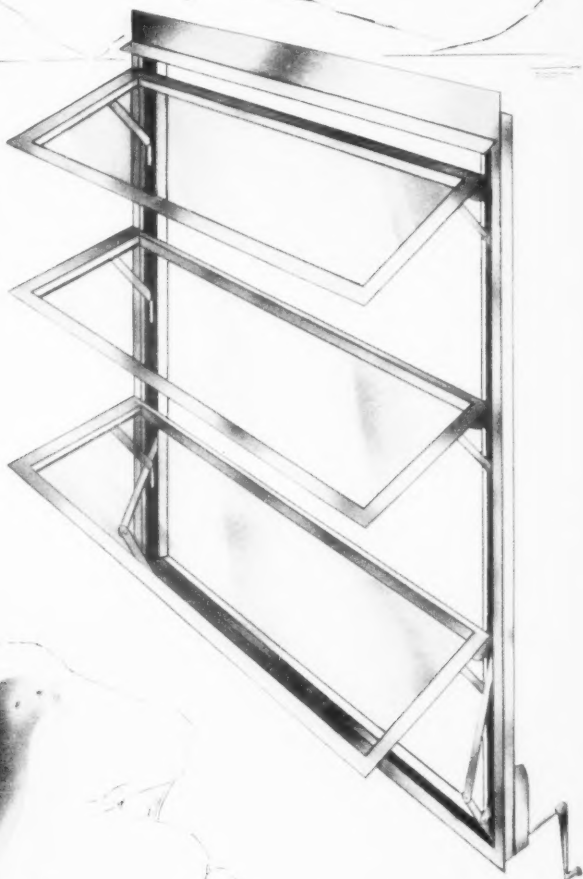
# Seals tight!

Miami Aluminum Awning Window closed, seals into one compact weather-tight unit because glass panels are designed with overlapping flanges. This feature assures absolute weather protection through double metal contact. *No Weather Stripping is Required.*

Both sides of glass panes are supported by "Patented", concealed cross-shaft, joining panels into one smooth working unit. This exclusive feature enables heavy duty operator to close window weather-tight, sealing out wind, water and cold, quickly and easily. *No Weather Stripping is Required.*

Miami Aluminum Awning Window constructed from extra heavy extruded aluminum alloy sections requires no painting, no up-keep, no maintenance of any kind and . . . *No Weather Stripping is Required.*

Dealerships are invited! This easy to sell, nationally advertised, all aluminum window, means big profits to qualified dealers. See it in 1950 Sweets File, *W* or write today for further information . . . **Miami Window Corporation, P. O. Box 356, Miami 42, Florida.**



*Vinyl Plastic Weather-Stripping can be installed if Desired.*

*Air Infiltration Tests Taken, Passed and Approved at Pittsburgh Testing Laboratories, Pittsburgh, Pa.*

## Miami Awning Window

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Volume 5

Number 8


All the New Features  
your customers want—





# ASBESTONE

**ASBESTOS-CEMENT BUILDING PRODUCTS**

## ASBESTONE ROOFING SHINGLES

STYLE	FINISH	COLORS
 Dutch Lap	Wood Grain	Greer Black White
 Hexagonal	Smooth	Red Gray and Blends

## ASBESTONE SIDING SHINGLES

 Straight Edge	Wood Grain	White Buff-tone Blends
 Wavy Edge	Wood Grain	Green-tone Blends Gray

## ASBESTONE *Super "6"*

### **CORRUGATED ROOFING and SIDING**

Light Weight—  
Amazing Strength  
6" Corrugations

Makes a faster-  
draining roof

Looks like tile—  
wears like rock

CHOICE OF COLORS  
Tile Red — Natural Gray

Fireproof  
Weatherproof  
Termiteproof  
No Painting  
No Upkeep  
Insulating

**Lasts  
a  
Lifetime!**

## **ASBESTONE CORPORATION**

5300 Tchoupitoulas Street • New Orleans 15, La.

*Specialists in Asbestos-Cement Building Products for over 25 Years*



# Any Way You Look at it **DAVIS** makes the difference

**FOR INDUSTRY** Lead-Free Fume-Proof White is typical of outstanding Davis paint protection that brings industrial customers back again and again.

**FOR DEALERS** a complete line of the latest proven paints backed by strategic and resultful advertising and promotion.

**ON THE FARM** Davis barn paints and equipment enamels are favorites with a growing farm trade.

**FOR THE PAINTER** paint products that stand the test of time, and help create more and more satisfactory jobs for painter customers.

**HOME USERS** know and like Davis One Coat Flat Wall, Davis furniture stains and enamels.

**BOAT OWNERS** acclaim Marine finishes developed in the famous Davis Laboratory located right in the heart of the Chesapeake Bay boating country.

**Write for complete new dealer franchise details.**

Yes, Davis paint and paint products do make a difference. Since 1898 Davis of Baltimore has progressively developed uniformly superior paints for every interior and exterior need. With quality and customer satisfaction for watchwords, Davis has real repeat-sale dependability. Take a look at us, yourself . . . for also, where paint profits count, Davis makes the difference!

## **DAVIS OF BALTIMORE**

**THE H. B. DAVIS CO., BUSH AND SEVERN STS., BALTIMORE 30, MD.**

# AT LAST GUARANTEED TILEBOARD



## New Roxdale Guarantee Means More Tileboard sales than ever before

Now you can sell Roxbord, Roxdale's quality tileboard for use anywhere, including those trouble spots—in the shower and behind stoves—knowing that you are backed by the written Roxdale Guarantee, given to your customer with every sale.

Roxdale's new guarantee combines with these outstanding Roxbord features:

**Tile-sized 4 1/4" x 4 1/4" blocks** instead of the traditional 4" x 4" block . . .

**Wider bevel edge scoreline** for a new, realistic effect in tileboard . . .

**High-gloss, alkali-resistant finish** permanently sealed by baking at 250° Fahrenheit for one full hour . . .

**Half score-half stripe** on all four edges of each sheet for quick, easy installation by home owners . . .

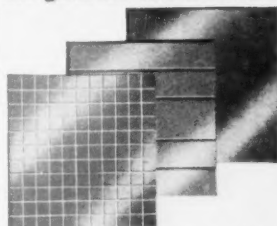
**Complete line** including tile, streamline and smooth surface patterns. Eleven decorator colors . . .

All these features add up to more sales, more profits for you when you feature the Roxdale Line.

**ACT NOW!** Take advantage of the tremendous sales potential of new guaranteed Roxbord. Mail this coupon today for full details on Roxbord and hard-hitting Roxdale Promotion.

**A FEW SELECT TERRITORIES STILL AVAILABLE FOR DISTRIBUTORS**

## **ROXBORD** the guaranteed tileboard



Comes in 4'x4', 4'x6', 4'x8' sheets in tile, streamline and smooth surface patterns. Baked enamel finish. Never requires repainting.

**ROXDALE** Building Products Corporation Dept. SBS-8  
2916 White Plains Road, New York 67, N. Y.  
Gentlemen: Without obligation on my part, please send me the Facts on Guaranteed Roxbord.  
Company \_\_\_\_\_  
Street \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_  
Attention of \_\_\_\_\_ Title \_\_\_\_\_

AUGUST, 1950 . . . Tell our advertisers you saw it in SOUTHERN BUILDING SUPPLIES



# Get your share of the **BIG DEALER PROFITS**

on

# Lo-K

## **INSULATION Sales to Builders**

### **LOWEST APPLIED COST**

More and more builders buy Lo-K exclusively because—on the basis of applied cost—it is the most economical insulation they can use. Here's why. Extremely light weight makes it easy to handle and reduces structural load factor.  $1\frac{1}{2}$ " fastening flange speeds application. It contains no harsh particles that irritate the skin and slow up workmen.

### **SUPERIOR INSULATING VALUE**

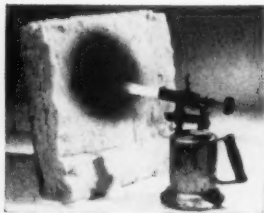
With a .24K factor, Lo-K has the greatest insu-

lating value of any commercial insulation. It is permanently flameproofed, resists moisture, will not mildew, attract vermin or deteriorate with age.

### **EASY TO STOCK AND HANDLE**

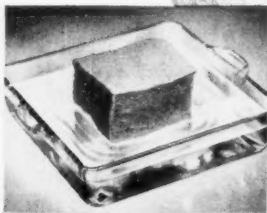
Shipped in compressed form, Lo-K requires only  $\frac{1}{3}$  as much storage space as most other insulations . . . entails less trucking . . . increases your net profit.

Now is the time for you to cash in on the heavy builder demand for Lo-K—the insulation that costs least applied.



GIVE IT THE BLOWTORCH TEST

You will find that it won't flame—merely chars without flaming—won't melt or fall apart. That's why it acts as a fire stop. Furthermore, Lo-K's flameproofed qualities are permanent.



TEST IT FOR MOISTURE RESISTANCE

Float it for days on top of a pan of water. Because Lo-K does not absorb moisture by capillary attraction, only the part in contact with the water will be wet.

Available in either open or enclosed blanket types—and with aluminum foil or asphalt Kraft paper vapor barrier.



LOCKPORT COTTON BATTING CO., LOCKPORT, NEW YORK

Distributed by

## **SOUTHERN STATES IRON ROOFING CO.**

OVERNIGHT SERVICE FROM 15 BRANCH WAREHOUSES

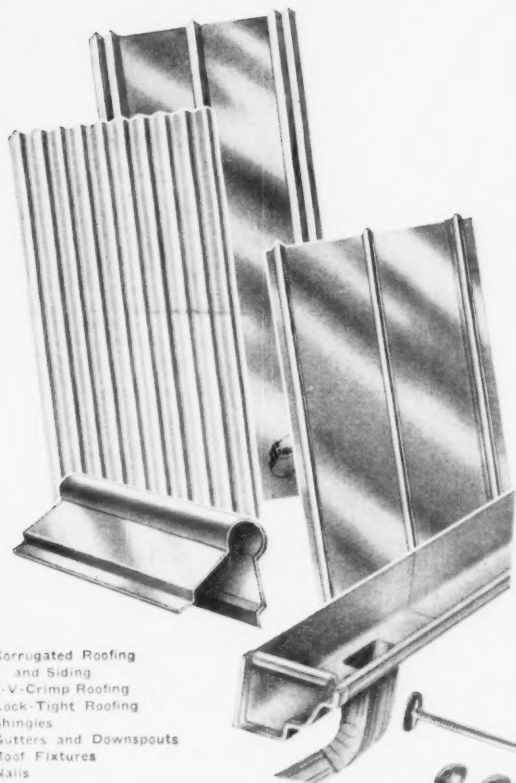


# FARSIGHTED DEALERS SELL SSIRCO ALUMINUM ROOFING

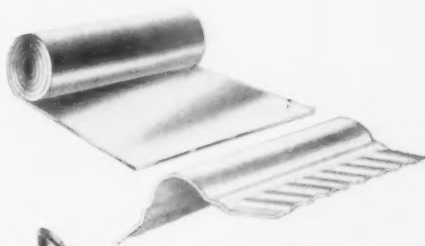
Or, we should say . . . *foresighted* dealers. Because the dealer who's *foresighted* enough to offer SSIRCO Aluminum Roofing Products to his customers will sell them whether he's *foresighted*, *nearsighted* . . . or **BLINDFOLDED!**

Here's why. First, all SSIRCO Aluminum Roofing Products are made for lifetime service—quality that will bring your customers back next time they need roofing products. . . . Second, they are priced right for your customers and to provide you with a pleasing markup. . . . Next, with SSIRCO, all your needs are available from a single source—you know how that simplifies your operation all around. And finally, you can sell all of SSIRCO's Aluminum Roofing Products—as well as its complete line of other building materials—without carrying large stocks yourself. . . . SSIRCO does that for you! Its *fourteen* warehouses (count 'em below) located throughout the South mean **Overnight Delivery** to you—or **Drive-In** pickup if you prefer.

Think over these advantages—in product quality, profit, completeness of line and service. It pays to be *foresighted* with SSIRCO.



Corrugated Roofing  
and Siding  
5-V-Crimp Roofing  
Lock-Tight Roofing  
Shingles  
Gutters and Downspouts  
Roof Fixtures  
Nails



*Write Today* . . . or phone or wire . . . for complete information on the profit possibilities for you as a SSIRCO Dealer—selling SSIRCO's complete line of aluminum roofing products. Don't delay!



*Manufacturers & Distributors*

Davannah, Ga.  
Atlanta, Ga.  
Albany, Ga.

Tampa, Fla.  
Orlando, Fla.  
Jacksonville, Fla.

Birmingham, Ala.  
Hattiesburg, Miss.  
New Orleans, La.

Nashville, Tenn.  
Memphis, Tenn.  
Louisville, Ky.

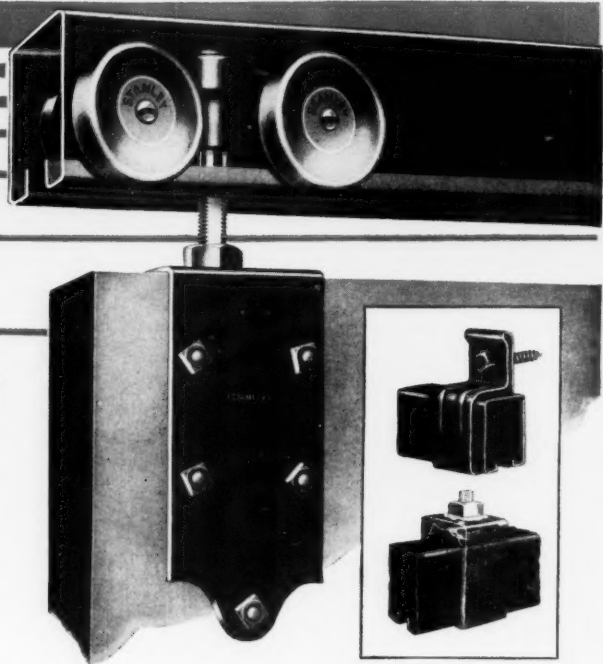
Raleigh, N. C.  
Columbia, S. C.  
Richmond, Va.

## SOUTHERN STATES IRON ROOFING COMPANY

For **Garages, Barns, Industrial Plants**

# STANLEY

## Rolling or Sliding **DOOR HARDWARE**



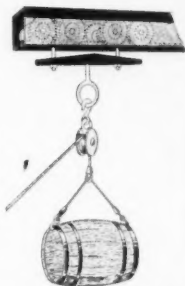
● Garage, barn and industrial plant doors roll smoothly on Stanley Hangers and Stanley Track. The frictionless hangers—with ball bearing swivels and roller bearing wheels—coast quietly and easily under fingertip operation.

Stanley Door Hardware assures permanently carefree doors because of the weather-protected, dirt-shielded track feature. Stanley Track is *straight as a die*. "Hold-Fast" Track Brackets hold the track rigidly in perfect alignment at each suspension point. Any length of track needed can be assembled. Every possible combination of track brackets for double and triple door sets can be furnished.

Three sizes of track, hangers and brackets fill requirements for any door up to 1000 pounds.

### For Overhead Carrier Systems

Many industries use the Stanley Track, Brackets and X-2655-2 Hangers. Used with 16 to 14 gauge enclosed track an extremely useful and economical carrier system can be constructed.



**THE STANLEY WORKS,  
NEW BRITAIN, CONNECTICUT**

HARDWARE FOR

# STANLEY

CAREFREE DOORS

Reg. U.S. Pat. Off

**HARDWARE • TOOLS • ELECTRIC TOOLS • STEEL STRAPPING • STEEL**

**FREE to Building Supply Dealers**

★ ★ ★ Use Handy Coupon Below

# PRINTED HELPS

**95. Double-Coursing** is holding the spotlight in the Red Cedar Shingle Bureau's 1950 advertising and promotion. A 4-page folder giving details of application and cost-estimating chart offered dealers. Write the Bureau 5510 White Building, Seattle 1, Wash., for the folders.

**100. Insect Screen Guide.** Retail prices of Cortland brand insect wire screening can be figured quickly and easily with a new 22-page Surface Table guide. Other sales information is included. Wickwire Brothers, Inc., Cortland, N. Y.

**118. Arm-Glaze Putty.** Folder explains the application of this bluish gray elastic compound for glazing windows. Millwork operators throughout nation are quoted as to its service and economy. The Armstrong Company, 4065 S. La Salle St., Chicago, Ill.

**119. Metal Moldings.** A 20-page illustrated catalog shows the many types of Premier aluminum and stainless steel moldings and trims. It gives their uses, application, and dimensions. A price list is included. Metal Trims, Inc., P. O. Box 1072, Youngstown, Ohio.

**130. Hunter Zephair Fans.** A new eight-page illustrated catalog on fans for homes and industry. It includes function and installation data about unit containing fan, motor, shutter, and switch. Hunter Fan and Ventilating Company, 400 S. Front St., Memphis, Tenn.

**136. Heatilator Fireplaces.** Booklet tells how Heatilator unit efficiently circulates heat and adds profits on fireplace sales. Heatilator, Inc., Syracuse 5, N. Y.

**142. Butt Hinges.** Folder describes extrusion processes, tells how Getty butt hinges are made, and lists prices with illustrations. H. S. Getty and Company, Inc., 3348 N. 10th St., Philadelphia 40, Pa.

**146. Roofing.** "Putting Nature's Colors to Work" is a four-color book on the importance of roofing colors in exterior decoration. The Flintkote Company, Inc., 30 Rockefeller Plaza, New York 20, N. Y.

**147. Awning Windows.** Illustrated catalog No. 84 gives sizes, hardware specifications, and construction data on Gate City awning windows. Prices, discounts, and complete architectural file are available. Write to the Gate City Sash and Door

Company, Fort Lauderdale, Florida.

**149. Asbestos Shingles.** Full-color folders show the complete line and new colors of Asbestone shingles for residential roofing and siding. The Asbestone Corporation, 5300 Tchoupitoulas Street, New Orleans, La.

**155. Kuver-Krak Panels.** Folder describes application of Kuver-Krak panels over cracked plaster ceilings. Sent by the Upson Company, Lockport, N. Y.

**158. Gliding Door Units.** An illustrated folder shows how Huttig's gliding door units save space in homes. Complete specifications, sizes, and instructions for installing are included. Huttig Sash and Door Company, 1206 S. Vandeventer, St. Louis 10, Mo.

**160. Folding Stairways.** New folder describes uses, installation, and sizes of Wel-Bilt Fold-A-Way attic stairway. Operations are well illustrated. Wel-Bilt Products Company, Box 95, Memphis, Tenn.

**161. Asbestos Siding.** "New Look That Lasts Forever" describes and shows with photographs the advantages of using Mustang's new asbestos siding shingles. Stuffers with same story are also available. The Asbestos Company of Texas, Post Office Box 1082, Houston 1, Texas.

**163. Application of Asphalt Roof.** "Good Application Makes a Good Roof Better," summarizes application

practices for all types of asphalt roofing, with related data for roofing selection. The Asphalt Roofing Industry Bureau, 2 West 45th Street, New York 19, N. Y.

**166. Fawscos Home Beautifiers.** Catalog shows aluminum awnings, door and window canopies, shutters, flower boxes, iron railing, and other low cost home accessories. Free mats, consumer literature, and posters for dealers. Fawscos Manufacturing Division, Falls Stamping and Welding Company, 1701 Front Street, Cuyahoga Falls, Ohio.

**172. Louver Windows.** A brochure on Stewart metal louver windows shows sketches and descriptions of all models and an architectural drawing of proper installations. The Stewart Iron Works Company, Inc., Cincinnati, Ohio.

**174. Flexboard.** A new handbook contains complete information about cutting and working asbestos Flexboard for all indoor and outdoor applications. Johns-Manville Corporation, Box 290, New York 16, N. Y.

**188. Donley Catalog.** Specifications and uses of Donley fireplaces, fireplace equipment, incinerators, garbage and mail receivers, louver ventilators, and tools are explained in a 24-page catalog. The Donley Brothers Company, 13900 Miles Avenue, Cleveland 5, Ohio.

**189. Ideal Bathroom Cabinets.** Catalog shows cabinets in 17 designs and a wide range of sizes, including chrome-plated, fluorescent-lighted models. It also shows clothes-chute doors and milk and package receivers. The Ideal Cabinet Corporation, 7722 Joy Road, Detroit 4, Michigan.

**192. Reflective Insulation.** Folder contains technical information on Kimsul insulation, illustrated with charts, diagrams, and tables. Installation instructions are included. The Kimberly-Clark Corporation, Neenah, Wis.

**194. Structural Glass.** "Glass For Construction" gives characteristics

## SOUTHERN BUILDING SUPPLIES

806 Peachtree St., N. E.  
Atlanta 5, Georgia

Please send me, without obligation, the free literature described in the August, 1950, issue of S'B'S with these key numbers:

Name \_\_\_\_\_  
Position \_\_\_\_\_  
Firm \_\_\_\_\_  
Mail Address \_\_\_\_\_  
City, State \_\_\_\_\_



See  
the difference in  
**MENGEL** Stabilized  
**SOLID-CORE** *flush* **DOORS!**

Mengel Stabilized Solid-Core Flush Doors employ an entirely unique and exclusive principle to give you a new standard of stability and dependability — and at strictly competitive prices.

Instead of attempting the impossible task of preventing expansion and contraction in wood, Mengel has developed a construction design which absorbs expansion and contraction within the core itself. All Mengel core members are deeply slotted at frequent intervals, both with and across the grain. The result is that the slots expand or contract in width, but the door remains stable!

Get all the facts, and see a cutaway sample. When you see the difference, you'll greatly prefer Mengel Stabilized Solid-Core Doors!

Also see —  
**MENGEL HOLLOW-CORE FLUSH DOORS**  
the finest products of their type on the market.



All standard  
stock sizes and  
species available

**FOR FULL DETAILS, PLEASE JUST WRITE  
YOUR NAME AND ADDRESS IN MARGIN, AND MAIL TO —**

*Plywood Division* • **THE MENGEL CO.** • *Louisville 1, Kentucky*

and uses of Libbey-Owens-Ford structural glass. Specification charts and technical data are also given. The Libbey-Owens-Ford Glass Company, Nicholas Building, Toledo 3, Ohio.

**197. Vermiculite Insulation.** A new eight-page illustrated folder on the characteristics of Zonolite vermiculite granular fill insulation, insulating plaster aggregate, insulating concrete and acoustical plastic is available for dealer use. A report on fire tests is included. The Zonolite Company, 135 S. LaSalle Street, Chicago 3, Ill.

**199. Metal Tiles.** Specifications, application instructions, the many uses of steel and aluminum tiles, and a chart showing the range of 27 colors, are included in a new illustrated brochure. The Vikon Tile Corporation, Washington, N. J.

**200. Building Papers.** Catalog sheets describe Leatherback asphalt hardboard, Red Rosin, and reflective storm blanket. Other descriptive sheets and samples available for Leatherback all-purpose building paper, duplex barrier paper, reinforced building paper, and special papers. Protective Papers, Inc., Union, Ill.

**201. Tylac Products.** "Miracle Walls by TYLAC" is an eight-page illustrated booklet describing Tylac plastic enameled, pre-fabricated wallboards; Tylachrome bathroom accessories; Prestwood and metal moldings. Prices are included. The Tylac Company, Monticello, Ill.

**202. Home Ventilator.** A consumer folder and catalog sheets describe the new Westinghouse Poweraire home ventilator model 10PHV. Folder lists chief selling points and uses. Catalog sheets contain detailed sketches, installation instructions, and specifications. Appliance Division, Westinghouse Electric Corporation, Springfield 2, Mass.

**206. Fancy-Face Plywood.** An illustrated folder describes Mengelux economical three-ply panels with faces of mahogany, walnut, oak, and birch. Specifications and sizes are included. Plywood Division, The Mengel Company, Louisville 1, Ky.

**207. Slanted Roof Louvers.** A two-color leaflet presents specifications for universal, flush flange, and box frame types of Leslie louvers for slanted roofs or walls. Included are details of the eight new larger flush-flange types. The Leslie Welding Company, 2943 Carroll Avenue, Chicago 12, Ill.

**218. Plastic Wall Panels.** Full-color, illustrated folder shows the new line of Marlite wood and marble pattern plastic-finished wall panels and their use in homes, offices, and institutions. Marsh Wall Products, Inc., Dover, Ohio.

**224. Fir Plywood Catalog.** The 1950 catalog of the Douglas Fir Plywood Association shows various plywood grades and their uses in construction. Property information is included. The Douglas Fir Plywood Association,

**Order this FREE LITERATURE by filling in coupon on page 7 of this S\*B\*S. Then mail!**

ciation, Tacoma Building, Tacoma 2, Wash.

**232. Sliding Doors.** Specifications, sizes, finishes, and an explanation of ways in which prefabricated sliding door closet-fronts save space and money are included in a new illustrated folder. The United States Sliding Door Corporation, 216 Lexington Avenue, New York 16, N. Y.

**234. Outdoor Fireplaces.** Folder describes inexpensive, easily-set-up Pyro-Grill outdoor fireplaces. Ten designs are shown. The Price Fireplace Heater and Tank Corporation, Buffalo 7, N. Y.

**240. No-Draft Sash Balances.** Illustrated folder shows how these spring-operated sash balances save time in building, assure easy window opening, and weatherstrip windows. Master Metal Strip, Inc., 1721 N. Kilbourn Avenue, Chicago 39, Ill.

**242. Attic Stair.** Literature is available describing various models of residential and commercial Hollywood disappearing attic stairs. The Hollywood Overhead Door Company, 5627 Yale Blvd., Dallas 6, Tex.

**247. Floor Finishers.** A descriptive folder, "Finishing Northern Hard Maple Flooring the MFMA Way," and a list of approved finishing products are offered by the Maple Flooring Manufacturers Association, 46 Washington Boulevard, Oshkosh, Wis.

**248. Wood Glue.** An attractive folder lists characteristics, uses, and prices of Champ wood glue. Champion Manufacturing Company, 11th and N. Brevard Streets, Charlotte 6, N. C.

**249. Plastic-Faced Plywood.** Four-page folder with colored illustrations contains technical data and suggested uses for GPX, plastic-faced plywood, in residential and commercial construction. The Georgia-Pacific Plywood and Lumber Company, Southern Finance Building, Augusta, Georgia.

**250. Aluminum Screens.** Attractive folders, envelope stuffers, and self-mailing pieces are available on Fabricco aluminum screens. Their light weight, rust resistance, and long wear are described for consumers. Screens and Fabricated Metals Corporation, P. O. Box 31, North Bergen, N. J.

**280. Ventilating Fans.** Two new pamphlets describe the variety of uses, design, installation, and accessories of Reed window and attic fans. Price list available. Reed Unit Fans, Inc., 1001 St. Charles Avenue, New Orleans 8, La.

**281. Casement Window Screens.** Folder describes and pictures design, construction, and application of steel and

aluminum screens for standard metal residence casement windows. Price list and discount details are included. Universal Fabricators, 1801 Boone Avenue, New York 60, N. Y.

**282. Rock Wool Insulation.** Folder lists types and sizes of rockwool insulation products with application instructions. "K" factors and "U" values are given with diagrams of typical construction, with and without insulation. The National Gypsum Company, 325 Delaware Avenue, Buffalo 2, N. Y.

**283. Pressure-Treated Lumber.** New illustrated folder describes problems of rot and termite damage in residential construction. It tells how lumber is "Wolmanized" through pressure treatment, and how this method protects homes. The American Lumber and Treating Company, 332 S. Michigan Avenue, Chicago 4, Ill.

**284. Aluminum Awning Windows.** Catalog shows standard types and sizes of Miami aluminum awning windows. Installation data and details of air infiltration tests are included. The Miami Window Corporation, P. O. Box 356, Miami 42, Fla.

**285. Waterproof Adhesives.** Two-color circulars and envelope stuffers describe Miracle waterproof adhesives, including Black Magic adhesive, wall-board cement, tub-caulk, and ceramic tile cement. A colorful brochure on "Construction by Adhesion" is available. The Miracle Adhesive Corporation, 214 East 53rd Street, New York 22, N. Y.

**286. Farm Roofing.** The application of Alcoa aluminum farm roofing and siding is explained and pictured in detail in a new two-color folder. It explains the use of accessories with corrugated sheet and 5-V crimp materials. The Aluminum Company of America, Pittsburgh, Pa.

**287. Home Insulation.** A new 16-page catalog tells the story of Insulite insulating wool batts, blankets, and pouring wool, made of Fiberglas. Application instructions and specifications are included. Insulite, 500 Baker Arcade Building, Minneapolis 2, Minn.

**288. Fireplace Forms.** Booklet explains how Superior heat circulating fireplace forms increase the volume of warm air. Cutaway drawings show how warm air is expelled through the front grille, and how forms fit into fireplaces of various designs. Specifications are included. The booklet is suitable for AIA files. The Superior Fireplace Company, 601 North Point Road, Baltimore 6, Md.

**289. Home Ventilation.** The Contractors Kit on Chelsea fans contains a fan and blower catalog; price list; attic ventilation code; industrial ventilation guide; two descriptive folders, and single sheets describing various models. Also included is an attractive 44-page book of general information about models, uses, and installations. The Chelsea Fan and Blower Company, Inc., 639 South Avenue, Plainfield, N. J.

CUMBERLAND gives you

*ALL 10!*

## No. 8. Water Retention ✓

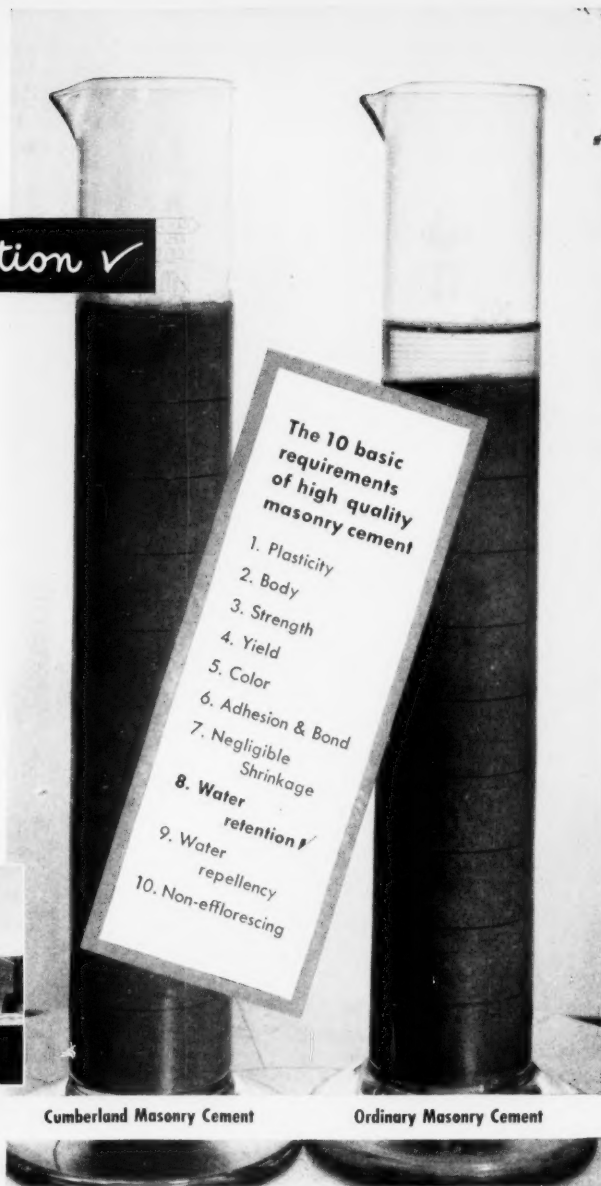
Excessive suction of moisture by masonry units has spoiled many a good job.

The exceptionally high water retention of Cumberland Masonry Cement, seen in the graduate at the right (see photos), sharply reduces suction. This means the mortar retains its plasticity longer, shows fewer cracks through shrinkage, makes stronger joints.

Test after test, job after job, show that Cumberland Masonry Cement with its pleasing light color is *better* cement. That's why every year more and more architects, engineers and masons throughout the South are turning to Cumberland Masonry Cement for better construction.



Bradley County High School gymnasium, Cleveland, Tenn. Architect, Selman T. Franklin; contractor, Grover C. Lee. Cumberland Masonry Cement used throughout.



Cumberland Masonry Cement

Ordinary Masonry Cement



*Cumberland*  
PORTLAND CEMENT COMPANY

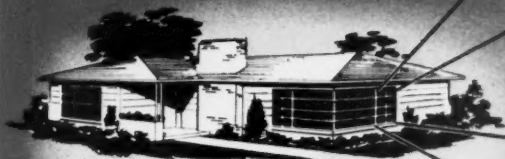
Chattanooga Bank Building • • Chattanooga 2, Tennessee

Portland — High Early Strength — Air Entraining — Masonry

Any quantity of Cumberland Masonry Cement will be shipped in mixed carloads with other types of Cumberland Cement.

# Save CONSTRUCTION TIME

## REDUCE BUILDING COSTS!



.. with

### MODULAR SIZED



## Ualco LIFETIME ALUMINUM CASEMENTS!



With the increasing popularity of masonry structure . . particularly brick, brick veneer and cement block . . MODULAR SIZED casements are a must . . and Ualco windows are the **ONLY** modular sized aluminum casement windows available in the world, today!

These Ualco Lifetime Aluminum Casements are made to sizes based on the modular system of dimensional coordination of building products. This modulation conforms to the modular standards for masonry openings and cutting glass panes, thus, greatly *saving construction time . . reducing building costs . . making you the most popular and demanded builder in your vicinity!* Ualco Lifetime Aluminum screens and storm sash are available for all sizes and types of Ualco Lifetime Windows.

Take a few minutes of your time now . . clip, fill in and mail coupon, today . . get complete details. See our catalog in Sweet's Files.

*Write for this*  
**FREE CATALOG**  
*today!*

**UNION ALUMINUM COMPANY, INC., SHEFFIELD, ALABAMA**  
*World's Largest Manufacturer of Aluminum Casement Windows*

UNION ALUMINUM COMPANY, INC.  
Department S-85, Sheffield, Alabama

Gentlemen: Without obligation, please send me your Ualco catalog. Please check.  
I am an ☐ Architect ☐ Building Supply Dealer ☐ Building Contractor.

NAME \_\_\_\_\_ TITLE \_\_\_\_\_

COMPANY \_\_\_\_\_

STREET \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_



# EVERYTHING HINGES ON HAGER!

C. Hager & Sons Hinge Mfg. Co. • St. Louis, Mo.  
 Founded 1849—Every Hager Hinge Swings on 100 Years of Experience



© 1950

# IT'S TIME TO ORDER TENSULATE MINERAL WOOL INSULATION FROM

# TENNESSEE

**Here's why to sell it**—Dealers who sell Tensulate Mineral Wool Insulation like the rapid turnover. Your insulation market is big . . . big as building. You sell Tensulate Insulation for new construction and modernization and each sale is a *major sale*.

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**Here's how to sell it**—Winter or summer, the importance of Tensulate

Insulation for economy and comfort offers the perfect selling point. Buildings stay cooler in summer, warmer in winter. Fuel savings alone make a sound reason for buying insulation. Tensulate Insulation is rodent and vermin-proof. It is water-repellent; fire retardant.

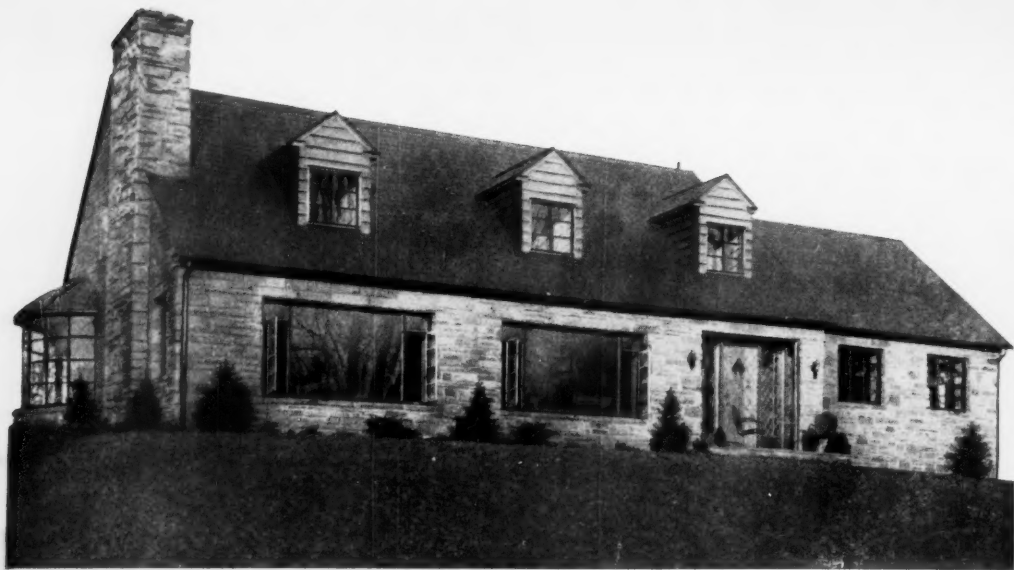
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**TENNESSEE  
PRODUCTS & CHEMICAL**

*Corporation*  
NASHVILLE, TENNESSEE





Residence of Perch P. Hankin, builder

# A room with a view— and plenty of ventilation!

	<p><b>Operator 4715</b> is an inexpensive angle-drive operator for residential wood casements. It is precision-built, handsome of line, heavily finished.</p>
<ul style="list-style-type: none"> <li>• Case hardened steel worm integral with shaft</li> <li>• Teeth precision-machined at exact operating angle</li> <li>• Housing of Zamak alloy</li> <li>• Heavy brass channel guide, cadmium-plated steel operating arm</li> </ul>	<ul style="list-style-type: none"> <li>• Operates through screens</li> <li>• Easily installed—2 measurements, 6 screws</li> <li>• Crank handle and worm shaft serrated—no slip, no play</li> <li>• Operates on casements carrying butt or extension hinges (specify)</li> <li>• Lubricated for a lifetime of hard wear</li> </ul>

GETTY-OPERATED SIDE CASEMENTS make any picture window complete. They provide as much or as little ventilation as desired. They respond instantly to the slightest turn, anchor securely at any opening. Getty operators thrive on twists and turns throughout their long life. And they're as trim-looking as they are tough.

That's why architects, builders, contractors, casement manufacturers, building material dealers, hardware jobbers and dealers specify, use and carry the Getty line. That's why *Getty operators are found on more casement windows than all other operators combined.*

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PHILADELPHIA 40, PA.

# Southern BUILDING SUPPLIES

AUGUST, 1950  
Vol. 5 No. 8

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NATIONAL BUSINESS PUBLICATIONS



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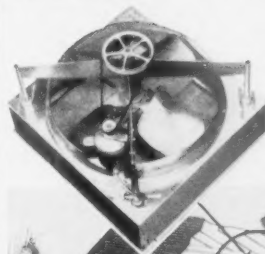
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SOUTHERN BUILDING SUPPLIES for AUGUST, 1950

# It's a Breeze

## to sell the new Hunter Package Fan



Complete, compact  
unit is easily  
installed in any attic



## Every home owner a prospect

■ The market for Hunter Fans is tremendous! Every home builder, every home owner is a prospect for this compact, powerful cooling unit.

These modern fans give efficient home-cooling at the minimum installed cost, and are being used in homes in all price ranges. Installation is simple and inexpensive. Fan, motor, and suction box are all in one unit that requires only a ceiling opening in hallway and less than 18" clearance in attic. Four models, ranging from 4700 CFM to 9500 CFM—ratings certified. Quiet, powerful, dependable. Backed by Hunter's 64 years of experience in manufacturing highest quality fans.

Write or wire for catalog and  
name of nearest Hunter distributor.  
HUNTER FAN AND VENTILATING CO.,  
394 S. Front St., Memphis, Tenn.



## PACKAGE ATTIC FANS



# SALES

## HIT THE JACK POT

with this

# BELLKOOL

## Handy Display Stand

Bellkool Architectural Iron Railings are unmatched in eye-appeal and sales-appeal. This display stand is a real salesman—gives you an actual full-sized sample with interchangeable center ornaments. You get the display at factory cost with money-back return privilege if not satisfied.

### IT'S A PROFIT MAKER

...because of good turnover...no stock investment... liberal discounts. Every new home or remodeling job is a potential sale of Bellkool railings...for entrance steps, porches, platforms, stairways, balconies, porch and canopy supports.

### MAIL THIS COUPON TODAY

THE BELLKOOL COMPANY, Dept. 604, Appleton, Wisconsin.

You may send me full details of Bellkool dealer plan and sales display stand...also Bellkool Wall Hanger; Railing Bulletin; Porch and Canopy Support Circular; Dimensional Guide (How to measure for railings).

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Street Address.....

City.....Zone.....State.....

## Association Directory

**Associations serving Building Supply Dealers in Southern and Southwestern states—and served by SOUTHERN BUILDING SUPPLIES**

**Alabama Building Material Exchange**—519 Stallings Building, Birmingham 3, Ala. Executive Secretary: Mrs. Mary K. Harless. Tel. 7-3195. President: W. Thornton Estes, Birmingham, Ala.

**Arkansas Association of Lumber Dealers**—727 Pyramid Building, Little Rock, Ark. Secretary: E. DeMatt Henderson. Tel. 8283. President: George Packard, Fort Smith, Ark.

**Carolina Lumber and Building Supply Association**—114 Builders Building, Charlotte, N. C. Secretary-Manager: E. M. Garner. Tel. 2-4921. President: H. G. Sherrill, Statesville, N. C.

**Florida Lumber and Millwork Association**—2218 Edgewater Drive, Orlando, Fla. Secretary-Treas: Mrs. Marie M. Bennett. Tel. 2-3761. President: R. D. Morris, Jacksonville, Fla.

**Kentucky Retail Lumber Dealers Association**—Knott Building, Lebanon, Ky. Secretary: Donald A. Campbell. Tel. 74. President: Ben F. Eubank, Lexington, Ky.

**Louisiana Building Material Dealers Association**—528 Florida Street, Baton Rouge, La. Secretary-Manager: R. Needham Ball. Tel. 2-4080. President: Thomas H. Harrel, Winnfield, La.

**Building Material Merchants of Georgia**—1925 Ponce de Leon Avenue, N. E., Atlanta, Ga. Counselor: Joseph G. Rowell. Tel. CRescent 6455. President: W. R. Bedgood, Athens, Ga.

**Lumbermen's Association of Texas**—Second National Bank Building, Houston 2, Tex. Executive Vice-President: Gene Ebersole. Tel. PReston 9157. President: John R. Armstrong, Amarillo.

**Middle Atlantic Lumbermen's Association**—1528 Walnut Street, Room 1123, Philadelphia 2, Pa. Executive Director: Robert A. Jones. Tel. PENnypacker 5-5377. President: Claude G. Ryan.

**Mississippi Retail Lumber Dealers Association**—650 South State Street, Jackson 5, Miss. Secretary-Treasurer: E. B. Lemmons. Tel. 3-2077. President: Earl M. Jones, Jackson, Miss.

**National Retail Lumber Dealers Association**—302 Ring Building, 18th and M Streets, N. W., Washington 6, D. C. Executive Vice-President: H. R. Northup. Tel. NAtional 6757. President: C. B. Sweet, Longview, Wash.

**Oklahoma Lumbermen's Association**—815 Leonhardt Building, Oklahoma City, Okla. Industrial Manager: W. M. Morgan. Tel. 7-0338. President: Walter Hinton, Altus, Okla.

**Southern Sash and Door Jobbers Association**—209 Sterick Building, Memphis 3, Tenn. Secretary-Treasurer: Clark E. McDonald. Tel. 8-4588. President: M. C. Davidson, Houston, Tex.

**Southern Wholesale Lumber Association**—McMillan Bank Building, Livingston, Ala. Secretary-Manager: Robert F. Darrah. Tel. 3051. President: Arthur C. Bishop, Louisville, Ky.

**Southwestern Lumbermen's Association**—512 R. A. Long Building, Kansas City 6, Mo. Secretary-Manager: Allan T. Flint. Tel. VICTor 2265-6. President: Charles H. Kemper, Troy, Mo.

**Tennessee Building Material Association**—106 East Fifth Avenue, Knoxville 17, Tenn. Secretary-Manager: R. O. Brownlee. Tel. 2-0185. President: T. O. Lashlee, Humboldt, Tenn.

**Virginia Building Material Dealers Association**—3303 Monument Avenue, Richmond 21, Va. Secretary-Manager: Harris Mitchell. Tel. 6-1749. President: Ernest L. Whitehurst, Norfolk, Va.

**West Virginia Lumber and Builders Supply Dealers Association**—P. O. Box 1589, Fairmont, W. Va. State Secretary: Sam H. Diemer. Tel. 364. President: Earl Lilly, Beckley, W. Va.

---

# UNCLE SAM—BUSINESS COMPETITOR

---

## *No. 4 in a series of editorial messages*

**O**NE of the long-range objectives of socialism is government ownership and operation of the means of production—or, in other words, nationalization of industry.

From that viewpoint it may seem that socialism has not gained much of a foothold in the United States. For as we look about we note that those business enterprises with which we are most familiar—the local stores and factories—still seem to be operating much the same as ever. They are still under private ownership and control. Though burdened with heavy taxes and hampered by governmental regulations, they are still a part of our free enterprise system.

Yet, our genial Uncle Sam, usually characterized as a be-whiskered old gentleman who exercises a benevolent supervision over the destinies of the nation, is rapidly becoming a sort of "meddlesome Mattie" whose grasping fingers are acquiring direct control over much of the business and industry of this country.

The report of the Hoover commission, a bi-partisan group of business and governmental experts who spent nearly two years in detailed study of ways and means of bringing greater efficiency into operation of the Federal Government, devotes much critical attention to the more than 100 different business activities now conducted by the Government. Among these are the production, distribution and sale of electric power and fertilizer; operating ships and railways; lending money, guaranteeing loans, writing insurance; buying and selling farm products, and smelting and selling minerals.

In these various business enterprises the Federal Government now has direct investments of some \$20 billion, with additional authorized commitments of \$14 billion; and with vastly greater commitments in the form of guarantees on deposits and mortgages and in government life insurance. And in most of these varied activities the Government is in direct competition with private business enterprises.

No private financial institution can compete with the Government in lending money. For government can lend at lower rates and need not be so careful about security or collateral, since the losses on its loans will be underwritten by the taxpayers—and have been, in some recent widely publicized RFC cases.

Among the several governmental agencies now making direct loans to individuals and companies are the Federal Reserve Banks, the Farmers' Home Administration and the RFC. The latter, originally set up strictly as an emergency organization to help

battle the depression of the early 30's, has been continued through years of prosperity; though obviously, as was pointed out by the Hoover Commission, any direct-lending activities by government may lead to waste, favoritism, political pressure, or corruption.

In the field of electric power development the Federal Government has become a major factor; and this development is no longer disguised as merely incidental to flood control, navigation and reclamation projects.

Installed generating capacity of public power agencies had expanded to more than 12½ million kw by the end of 1949, a more than five-fold increase in the last 17 years, and is now equal to 25% of total private capacity. Continued expansion of federal power and water resource projects is indicated in the 1949 expenditures of \$702 million and the budget estimates of \$914 million for 1950 and over \$1.1 billion for 1951.

In such fields as public housing, government lending, and federal power production are notable examples of the strides which government is likely to take, once it starts in any field of business activity.

It's easy to start—but difficult to stop, or curb. For these federal programs mean a continued flow of easy money, more jobs to pass out, more power for federal officials. But they also mean increased federal deficits, more government competition, and a continued trend toward a socialistic state.



# ROTH LUMBER COMPANY



ARCHITECT HARDWARE  
BUILDING SUPPLIES  
INSULATION PAINTING  
PAINTS PAINTING

400 WEST HURON STREET  
PONTIAC, MICHIGAN

June 2, 1950

Kimberly-Clark Corporation  
Neenah, Wisconsin

Gentlemen:

Kimsul is one of the most satisfactory insulation materials that we have ever handled. It has good consumer acceptance, it is easily applied, and a very profitable item to stock. When you get an insulation where customers come in and tell you how well satisfied they are, you need not worry about that bogey 'consumer resistance.'

To us it has always been a great advantage to handle Kimsul because of its light weight, its neat compressed packaging and because of these features, its ease of storing and handling. The men in the yard like to handle it as it adds no great burden to the load and to their work. To handle other types of insulation in about the same quantity we would be forced to build additional warehouses. Take into consideration its quality, facility of warehousing and handling, you can't beat it for a profit item.

Sincerely yours

ROTH LUMBER COMPANY

*Norman Roth*

Norman Roth, Pres.

**Finds ease-of-handling  
makes profit margin  
higher on KIMSUL\***



Main office building  
of the  
Roth Lumber Company  
Pontiac, Michigan

Wide consumer acceptance—that's the *plus* value that today is making KIMSUL\* America's fastest-selling blanket insulation. It's a *plus* value because in performance alone, KIMSUL offers more basic advantages than any other similar insulation.

The many-layer stitched KIMSUL

blanket provides uniform protection over every inch of covered area. Can't sag or settle to leave heat-leaking thin spots. It offers high thermal efficiency ("k" factor 0.27), plus resistance against fire, vermin and mold. In its easily handled, easily displayed package, KIMSUL is the only true over-the-

counter insulation—and that's an extra selling advantage. KIMSUL is easy to install, too—easy enough for even the home-owner to apply.

For further information about KIMSUL, including facts and figures on the high dealer profit margin, write to Kimberly-Clark Corp., Neenah, Wis.

**Now 2 types of Kimsul Insulation—  
Regular and Reflective**

(Red Roll)

(Gray Roll)



A PRODUCT OF  
Kimberly  
Clark  
CORPORATION

\* U. S. PAT. 2,500,000



## PROGRESS in WOOD



## WINDOW UNITS



August, 1950

### No. 1 Article on PACKAGED Window Units

"FORMERLY it was the custom always to have large scale drawings of the window frames and sashes as a part of the working drawings and to have the trim manufactured at the mill in accordance with these details. Nowadays for all except the most expensive houses, the windows are bought from mills which make standardized frames and sashes in large quantities, and are shipped to the job as packaged units. Since they are standard and selected from the millwork catalog by numbers, it would be a waste of time to make details of them."

Thus do Townsend and Dalzell spotlight and emphasize the overwhelming trend toward prefabricated window units in their practical book entitled "How to Plan a House," published by the American Technical Society.

The trend, however, is not only to packaged wood window units but also to metal window units made of steel or aluminum. All three kinds are made in modern factories and stocked by jobbers for speedy delivery to dealers.

The availability and differences among these three kinds of window units make it timely for dealers to consider each kind. So this, the first of a series of articles on Packaged Window Units, is about wood window units because windows have been made of wood for centuries longer than they have with metal.

Recent surveys have disclosed that four out of five homes have wood windows. The 1950 S\*B\*S survey of dealer lines shows that 96 per cent of the building material dealers in the South sell stock wood windows.

Like any other building item, wood windows are as good or bad as the materials and workmanship that go into them.

In Andorra, a tiny republic between France and Spain, many stone houses that were built more than 300 years ago have the original wood casements still in use. In Savannah, New Orleans, and St. Augustine, as well as in aging New England cities, many examples are found of the durability of wood windows—in historic homes built in Revolutionary War days.

Nowadays, fabricators are adding improvements in design, treatment, and operation of wood window units. Two major strides made since the war have been the adoption of modular standards for windows by the National Woodwork Manufacturers Association and the launching of the American Wood

Window Institute's certification program.

Adoption in 1945 of the Modular Standard for wood windows and sash eliminated the confusion of varying sizes and patterns regionally by establishing new standard sizes with openings based on the four-inch module of the dimension coordination program. The standard provides minimum specifications for stock windows and sash in the two nominal thicknesses of 1½ and 1¾ inches, and it covers construction, grades, and tolerances for these requirements.

Standardization and simplifica-

Modern wood windows—like modern homes—have many new features or improvements. Among them are combination weatherstripping and sash balances that may be adjusted by the turn of a screw, as seen at right, to increase or lessen tension on sash for more satisfactory movement. Note manufacturer's instructions pasted on upper right light to assure satisfactory installation of this packaged double-hung wood window. This Georgia contracting materials dealer uses such units in all houses he builds. The more popular styles of double-hung wood window units appear in color behind the headline above.



tion of windows has substantially reduced the number of so-called stock sizes, and has resulted in economies of manufacturing, distribution, and final construction.

The NWMA Modular Standard requires that all windows, sash, storm sash, and screens shall be made to pre-fit measurements as specified in layouts, with a tolerance of plus or minus 1/32 inch allowed. It also requires that these building items shall be preservative-treated at the factory in accordance with NWMA minimum standards for millwork.

The American Wood Window Institute was organized in 1948 by millwork jobbers and manufacturers as "a non-profit organization conveying information to the public concerning the benefits offered by the modern, preservative-treated wood window." In September AWWI will begin furnishing licensed manufacturers seals of approval that certify to purchasers that double-hung window units meet AWWI quality specifications.

The window units certified by AWWI will include window frame, the window (sash), weatherstrip, balances, window screen (optional), all properly assembled into one unit with the window and screen installed in the frame and the unit complete, ready to install in the wall. Both sash of the window to be operative in the unit.

All wood members are to be preservative-treated with NWMA-approved toxic and water-repellent chemicals. The lumber is all to be of softwoods with a moisture content of no more than 12 per cent.

The fabricator shall have his window unit tested by an approved laboratory to show that it meets AWWI minimum specifications.

In a folder distributed to the public, the American Wood Window Institute lists the following advantages for wood windows:

"Preservative Treated Wood Windows can not rust or corrode.

"Preservative Treated Wood Windows are available which have efficient weatherstripping, making for ease of operation and real weathertightness.

"Preservative Treated Wood Windows are available which have efficient sash balances, giving stylish narrow lines to the window.

"Preservative Treatment is a preservative absorbed in Wood Windows to protect against fungi, decay, moisture absorption, and expansion and contraction. When Preservative Treated in accordance with NWMA standards, your Wood Windows should endure for the reasonable expectancy of the life of your home.

"Preservative Treated Wood Windows greatly minimize excessive moisture condensation... due to the excellent insulation property of wood. Excessive 'sweating' can damage walls, drapes, and floor coverings.

"Preservative Treated Wood Windows are available in a variety of designs and sizes to suit your planning.

"Preservative Treated Wood Windows allow your decorative genius full sway. They can be decorated to carry out the color scheme of each room... and there is space to securely fasten drapes and venetian blinds on the tasteful 'interim.'

"Preservative Treated double-hung Wood Window Units permit easy and effective installation of

The picture or panorama units usually consist of the center "picture" frame, with a choice of double-hung or casement windows to complete the desired assembly.

Offering special advantages for specific uses, these packaged window units come in standard designs for different types of wall construction—frame, brick-veneer, stucco, brick, and other masonry.

Most manufacturers label, on a prominent window light and/or the shipping carton, clear instructions for handling and installation of the unit to insure good service. Manufacturers supply directly or through jobbers attractive descriptive and illustrative literature, catalog pages, and advertising aids.

To show customers the operation of the types of wood window units they sell, progressive dealers install such windows in their buildings or on their salesfloors for easy, convincing demonstration.

Such an effective demonstration display is that of the Athens (Ga.) Lumber Company appearing on our S'B'S cover this month. In the picture, Sales Manager Alvin H. McIntyre shows a prospective homebuilder how easy it is to operate a three-light awning-type wood window. Other units in the (See WOOD WINDOWS page 62)

## When it's **COLD** outside...



**WOOD Window Units are really Weather-tight!**

Close one the door of light and cold, and you'll find your home is a warm, cozy, comfortable place. The reason is the weather-tightness of the weather-tight WOOD Window Units. They are built to keep the cold out and the warm in.

The weather-tightness of the weather-tight WOOD Window Units is the reason you can keep your home warm and cozy all winter long.

**you will be doubly grateful for WOOD WINDOWS!**

**W**INTERTIME is the season when you can fully appreciate the WOOD Windows in your home. When the mercury drops and frosty winds chill the outside air, you'll be doubly grateful for weather-tight WOOD Windows. You'll spend the winter in warmth and comfort, secure against the menace of chilling drafts and winter blizzards. You'll save on fuel, too, because WOOD Window Units are so weather-tight and help hold you warm. Year after year, as come gone by, you'll congratulate yourself on the wise decision you made when you moved into a home with WOOD Windows. (Finally, the means of year-round comfort and livability.)

**WOOD Windows are natural insulators**

Because of WOOD's natural insulating properties, weather-tight WOOD Windows are really warm and cozy. They are built to keep the cold out and the warm in. The weather-tightness of the weather-tight WOOD Window Units is the reason you can keep your home warm and cozy all winter long.



**The American WOOD Window Institute**

A non-profit organization conveying information to the public concerning the benefits offered by the Modern, Preservative Treated WOOD Windows.

Through two-color, half-page advertisements like that at right, which appeared last February in Memphis, Tenn., the American Wood Window Institute is calling attention to the benefits of preservative-treated wood windows. The boxed panel on left explains why "Wood Window Units are really Weather-tight!" The panel on right explains why "Wood Windows are natural insulators." The slogan is "better your windows—better your living." Readers are advised to "see your Retail Lumber Dealer for full information."

Personnel of the Unified new Division of Building of the City of Columbia is seen at right grouped around Building Official Fred V. Phipps as he made a jesting remark concerning the city's new zoning ordinance. Seated, left to right, are Mrs. Margaret K. Dent, secretary; Phipps, and W. Sidney Tomlinson, director of Columbia's new Department of Public Works. Standing, from left, are Richard T. Hardy, smoke abatement engineer; Plumbing Inspector E. W. Sweatman, and Electrical Inspectors W. W. Fowler and L. G. Yongue. Tomlinson is South Carolina representative for the American Public Works Association. Fowler is vice-president of the Southern Section of the International Association of Electrical Inspectors.



## Columbia's Model **MUNICIPAL BUILDING DEPARTMENT**

**TO EXPEDITE** the efficient, orderly growth of a modern city, a municipality must have a centralized division of Building for issuing permits, making inspections, and regulating construction. And that's what the City of Columbia in South Carolina now has!

Included in Columbia's Division of Building are the functions of building, electrical, plumbing, smoke abatement, and zoning inspections and approvals. The official of this unified division is Fred V. Phipps.

Columbia city officials and "fathers" had sensed the need for such a simplified set-up for several years, especially due to the headaches of trying to work with a 1916 Building Code during the wartime and postwar building boom in the South Carolina capital. Columbia's population shot up to 85,949 in 1950 from 62,396 in '40!

So, in line with the recommendations of Griffenhagen and Associates in their report on modernizing Columbia's municipal organization, the Department of Public Works was created in December, 1948, with a new Division of Building as one of its several segments.

On January 1, 1948, W. Sidney Tomlinson and Harry O.B. Bellinger, then respectively city engineer and assistant city engineer of Columbia, had gotten the City Coun-

cil to adopt the Southern Standard Building Code. Bellinger had worked diligently with other city officials through the Southern Building Code Congress that formulated this performance-type code.

The vast and important differences in it and the old 1916 Columbia Building Code were typified by the requirements for wall construction. Under the specification-type 1916 code, which had long been abandoned in many phases, a wall for a one-story house or other structure was required to be 12 inches thick—with a 16-inch foundation base! The Southern Standard Building Code simply demands that any such wall qualify for a maximum of four hours' fire protection, regardless of the material used.

**Building Official Phipps** and his associates expect to get the Columbia City Council to adopt the third edition of the Southern Standard Building Code. It will be published this year as a result of numerous significant changes in the first and second editions that have been made by the last two sessions of the Southern Building Code Congress.

The Southern Standard Building Code, incidentally, is now in use in more than 300 municipalities, about 25 per cent of which are outside the so-called "solid South!"

This streamlined performance-type code, printed in a 5x8-inch book, covers administration; definitions; fire districts; classification of buildings by occupancy, special occupancy, construction; fire protection requirements; sprinklers and standpipes; fire-resistive ratings for materials and construction; exit requirements; minimum design loads; foundations; masonry and veneered walls; steel; concrete; wood construction; lathing and plastering; rat-proof construction; light, ventilation and sanitation; safeguards during construction; use of public property; signs and outdoor displays; elevators and escalators; and prefabricated construction.

Like other cities, Columbia by ordinance adopted the Southern Standard Building Code in book-form and then passed amendments to this code to make it meet certain local needs. These amendments are printed in a 3½x6-inch, pocket-size booklet.

In February, 1948, the Columbia City Council established a Board of Adjustments and Appeals, which meets on call to arbitrate differences between the Division of Building and citizens engaged in construction or remodeling. This board includes a construction engineer as chairman, three general

(See BUILDING page 69)

***This Texas lumber dealer***

## **BUILDS and Delivers Small Homes**



Three types of small frame houses are always open for inspection in the yard of Cassidy Building Materials, Inc., on the edge of San Antonio, Tex. The small structure at left also is popular as a shelter at hunting and fishing sites. Cassidy has built 57 of his self-set quota of 100 small houses this year. Some of them have been built in the yard and delivered to the home-site!

**LATE LAST YEAR** M. A. (Mike) Cassidy started his own building boom in low-priced homes for the area in San Antonio, Tex., in which Cassidy Building Materials, Inc., is located. He announced that he would build 100 homes, priced from \$2,950 to \$4,750, for low-income groups during the year 1950.

By August 1 he had built and delivered 57 of his self-set quota.

"Delivered" is an accurately descriptive word in this case, for Cassidy also announced that a buyer had a choice. He could select a small home, already built and on display at Cassidy's yard, and it would be moved to the buyer's lot. Or Cassidy would build on the buyer's lot.

This man with the completely Irish name, who is vice-president of the San Antonio Lumber Dealers Association, now concedes that his offer to move a house already constructed was a bid for attention. But it was not a bluff. For although only four of the 57 homes were built at the Cassidy yard and moved to selected lots, the builder is prepared to move any of his houses to any location—with equipment that permits him to guarantee condition of the home after removal, with no cracks in the painted, dry walls.

Cassidy's one-man boom was launched partly from altruistic motives. He is something of a rank newcomer to the lumber and home-building profession, with little more than five years of first-hand experience to his credit.

When he located his yard in the West Commerce section of San Antonio, he noted that the prevalent type of residential structure in the area was more shack than house. Inspectors for the City of San Antonio have been quoted as saying they found it almost impossible to enforce the most fundamental codes among some builders who worked the area.

Cassidy got some favorable attention through a civic enterprise. Along a mile of West Commerce, 74 persons had been killed by autos within five years because there were no sidewalks and pedestrians had to use the street. Cassidy was one of two champions of a sidewalk construction project that eliminated "death mile."

Then he decided there was a need in the district for good, even if small, homes. He started out to meet that need and he continues to meet it with only the best grades of lumber and standard brands of plumbing, paint, roofing, and fixtures. His houses are built on concrete piers, and high-quality venetian blinds go into them.

Cassidy takes a glowing pride in showing the homes he has built and sold. "We'll admit right off that they are not mansions," he said, "for they are small. Nothing elaborate about them, either. But

they are a credit to this territory and a credit to the owners. For they are built to stand up and they represent more in the conveniences of a home than most people in this income group generally get for their money. By considerable.

"Look at the Textone finish of that gypsum-board wall," he invited. "Why, I'll put my interior finish men up against any in San Antonio. They're good, and I've had city inspectors to tell me they are tops. The rest of my crews, too. All mighty good men.

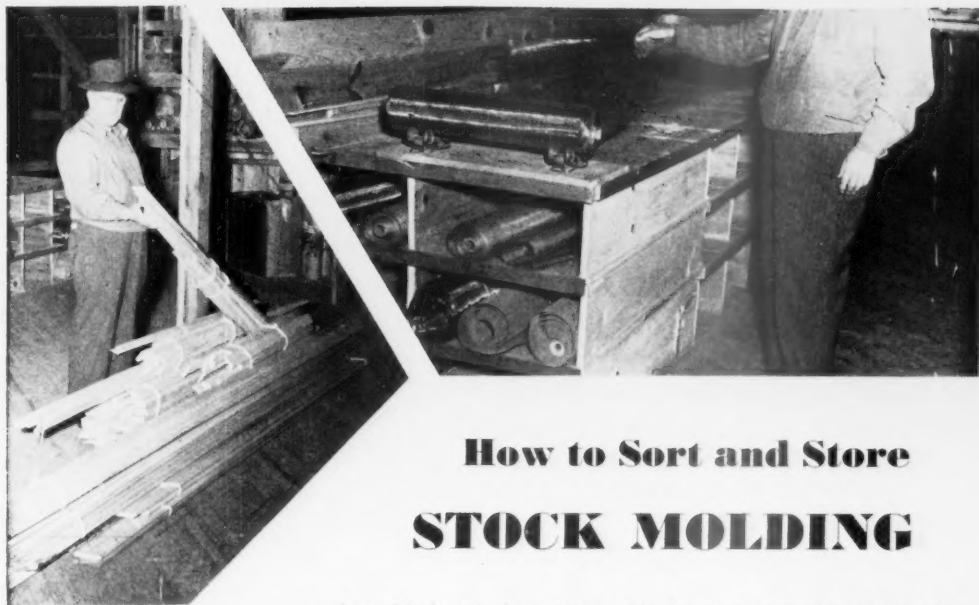
"And I'm getting along all right. I'm not trying to make a killing and get out. I expect to stay here. So all I try to do is make a small profit on a house plus the usual retail mark-up on my materials."

Cassidy has some of the best mechanics in San Antonio. He pays them the prevailing scale or better, and practically assures them 11 months of work out of the year.

He owns a subdivision. When he runs out of jobs on contracts he simply starts construction of a speculative house in his development. That way, he keeps the crews busy and they appreciate that sort of guarantee.

Cassidy has only one allergy in

(See SMALL HOMES page 58)



## How to Sort and Store STOCK MOLDING

**CUSTOMERS** and employees alike are enthusiastic about the convenient molding and screen room in the C. J. Harris Lumber Company's Washington, Mo., yard. It saves time, temper, and—best of all—it saves the molding finish.

In the firm's new building, Manager M. McDonald wanted an efficient method of storing molding that would not require handling several pieces to get the right lengths. He wanted the molding placed so that it would be easily accessible for display, yet protected from dirt and dampness.

The answer was a 22x30-foot molding and screen room placed on the second floor of the new building, near a freight elevator and a stairway. One side is open to a driveway for easy loading and unloading of stock from trucks.

One 20-foot wall is lined with bins which can hold as much as 300,000 feet of molding in 30 styles. Each compartment is closed on all four sides to keep out dirt and help eliminate warping.

All lengths are coded with colored chalk as the molding is received so that a salesman supplying an order can see at a glance the length he needs. Blue chalk indicates 8 feet; yellow, 10

feet; black, 12 feet; green, 14 feet; red, 16 feet.

Most orders for homes are pre-cut in this department and bundled for delivery to the job. This saves the waste of cutting on the job and return of excess molding, which is often stained.

Incoming molding is conveniently placed on the screen table for marking. After it is sorted according to style and length, it is placed in proper bins.

Wire screen is handled in this same department. The screen is stocked in compartments under a 20-foot counter. To provide rollers

for easy measuring of the rolls of screening, McDonald uses two roller skates. These skates are inverted and screwed down to one end of the counter.

This screening is frequently sold already cut in the lengths that the customer needs instead of in roll form.

The screen roll is placed between the rollers of each skate, so that it is easily unrolled for measuring.

According to Manager McDonald, this system of storing was simple to set up—and is proving a great time-saver.



The neat bins, seen above, hold molding according to size and type in the new molding and screen room of the C. J. Harris Lumber Company in Washington, Mo. Manager M. McDonald is seen in these pictures. The molding is cut and bundled for delivery, top left. Wire screen is measured and cut at the cutting counter, top right. As molding is received, it is placed on this counter for sorting and marking with colored chalk according to length.



**Orders pile up for this lumber dealer's**

## **'STORE FIXTURES Made to Order'**

"**GIVE US** your store with bare walls and we will return them decorated—and equipped with display fixtures that will please both you and your customers!"

With that slogan Robert W. Hendry and James E. Hendry, respectively the president and secretary-treasurer of the Hendry Lumber Company in St. Petersburg, Fla., since 1945 have built up a most popular and profitable special millwork business for stores and shops.

The fine finishing of display fixtures in the woodwork shop of the Hendry Lumber Company is pointed out to a customer by James E. Hendry, secretary-treasurer of the St. Petersburg, Fla., firm, in the picture at right. This company built and installed the fixtures and decorations in the women's wear department in Webb City, the resort's famed shopping center, seen above.

The Hendry Lumber Company entered the general millwork business in 1925. They made special windows, doors, cabinets, cupboards, and other domestic woodwork. But their present

specialty of custom fixtures paneling, and decorations for commercial buildings is an outgrowth of their woodwork for the federal government during World War II. (See STORE FIXTURES page 58)



## ATTRACTIVE DISPLAYS

# Promote Remodeling Sales

"**EVERY FARMER** who comes to town and every home-owner who passes our store can be influenced to do a little remodeling. The bait that catches the eye is the attractive displays shown under good, strong light."

The dealer who made that statement was Lester Hamilton, manager of the Twin City Lumber and Supply Company in Ozark, Ark. The store in this little mountain town of 2,500 population is filled attractively with well-advertised building supplies.

One side wall is covered with rolls of wallpaper.

"The easiest way to sell wallpaper," Hamilton asserts, "is with a wall display that can be unrolled to show how long strips of the paper will look on a customer's walls." Sample books are on the counter but those practical rolls sell most of the paper bought by farmers.

"A wallpaper sale is usually just the beginning of a bigger order for remodeling materials," Hamilton says. "With it go many other supplies. It is unusual for a wallpaper customer to buy nothing else. Paints, putty, brushes, and even new electrical fixtures move along with wallpaper."

Electrical fixtures are displayed

Most of the farm houses in the Ozark, Ark., area have papered walls. To inspire more remodeling sales, the Twin City Lumber and Supply Company has one complete wall lined with rolls of wallpaper so that customers can study and compare patterns, as seen below. The display of lighting fixtures is wired so that each can be turned on separately for easier customer selection.

on an attractive paneled ceiling area surrounding a square column. Multiple switches make it possible to light one fixture at a time when a customer shows interest in a particular light. And that, according to the manager, influences selection. A blaze of lighted fixtures attracts the eye, but the buyer wants to see the one he likes shining alone, so he can judge the quality of light without being confused by other units.

"People afraid to build a new house—and there are plenty of them around here—will repair and remodel right along," Hamilton says. "Our displays of what is needed to brighten up an old home inspire such remodeling and suggest new ideas."

The 25-year-old store was remodeled recently to show the modern materials that can make an old home almost new. The entire front is now a row of display windows. Casement windows flank the side entrance to the yard to take advantage of natural daylight.

Wide, uncluttered aisles between displays permit customers to move about comfortably. They can see and touch articles in which they are interested. On Saturday, when



the store is often filled with customers, few grow impatient while they wait to be served.

"If a customer who has been looking at the windows pauses at the entrance, we call out, 'Come on in!'" says Hamilton. "They like to be greeted. And a greeting makes them willing to wait until a salesman can ask them what they want."

Customers seeking repair and remodeling supplies have the use of a workroom in the yard, where hand tools are furnished. Here molding can be mitered, and boards

(See REMODELING page 60)



**This Wichita, Kansas, retail  
lumber dealer is a fiddling**

## Orchestra President!

**FRANK KESSLER**, secretary-treasurer of the Kessler Lumber and Supply Company in Wichita, Kan.—whose musical hobby has led him to the presidency of the Wichita Symphony Orchestra—blew a good note for the building industry when his affiliated company built 500 houses for the overcrowded city.

And if he ever gets tired of the lumber business, he can get a good paying job as violinist with an orchestra.

Kessler has a teacher's certificate in music, having studied at the Cincinnati Conservatory of Music. He tooted a flute with a national high school orchestra, and joined the Kessler Lumber Company in 1932 after finishing college.

He fiddled around with music and two-by-fours until World War II, in which he served as a lieutenant. While his back was thus turned, a group organized the Wichita Symphony Orchestra. After returning home, he became one of its most enthusiastic members. He has been president of the organization now for two years.

Kessler plays in the first-violin section.

He has helped get up steam for several important membership drives which have resulted in a constantly growing list of supporters. And he's convinced that any public service always helps a businessman's volume through patronage from appreciative citizens.

This successful symphony orchestra just missed raising money to meet its budget the first year by an unscheduled NBC national net-

work broadcast. The second year it made \$500 above the budget.

Each year the orchestra plays a series of three concerts of popular music. This feature has attracted thousands of new listeners who like a little cabbage with their caviar.

Kessler loves to tell people about the new Youth Symphony, composed of young people from a 100-mile radius. The Wichita Symphony schedules four concerts during each school year to tie in with the youth group. The Youth Symphony practices every two weeks under the top-rate direction of the regular symphony conductor.

Kessler's lumber firm was established in 1920 by his brother, Herbert Kessler, who is now president of the company. The brothers recently organized a firm to build

houses in the vicinity of Wichita.

Kessler has a slogan for whatever he's most interested in at the moment. One week the slogan may involve season tickets to the symphony and another time, the advantages of some building product.

The day he was interviewed for S'B'S, his slogan was "Business is GOOD in Wichita"—and his crowded store proved it.

To Kessler, a symphony can be an orchestra, miles of golden Kansas wheat waving in the wind, or his houses that mean realization of 500 young dreams.



## Selling on an Installment Plan Keeps Dealer's Budget Balanced, Too

**THE USE** of installment credit to sell more coal and maintain fuel markets was explained by Harmon M. Lee to members of the Southeastern Retail Coal Merchants Association at their convention in Chattanooga, Tenn.

Aggressive manager of the Carolina Coal and Ice Company in Asheville, N. C., Lee admitted that "the coal industry has been slow to adopt installment selling." But, he predicted, "because of the high price of control coal and the widespread use of installment buying, the dealer who does not offer some kind of budget plan is going to lose out."

Since Lee's speech was full of fundamental credit principles and reasoning that pertain to the retailing of building supplies as well

as to coal, it follows in abridged form:

"Credit in some form may be as old as time but installment buying has come in during the twentieth century. It was first used in the sale of automobiles and other durable goods which the dealer knew would find a ready market except for the high price. Merchant after merchant and industry after industry have found that offering a plan of installment buying means more and easier sales, which of course means greater profits. Its popularity with the consumer was immediate and has been steadily increasing.

"In 1948, Americans spent 35 billion dollars in budget or installment buying. Naturally this (See CREDIT SELLING page 54)



# Billboards lead to BIGGER VOLUME

By L. H. HOUCK

THE SALES VOLUME of the Diecks Lumber Company is now about 10 times what it was five years ago. And according to General Manager C. A. Diecks, much credit for this increase goes to the billboards placed on each highway leading into Elizabethtown, Ky. Their original copy—changed each month—lures shoppers to the store.

Written especially for the Diecks firm, the billboard copy always uses a catchy phrase like the one shown here, "From Scoop to Nuts," twisted to suit Diecks' merchandise.

Before starting his billboard advertising about five years ago, Diecks charted the territory. A survey showed that most of his customers came into Elizabethtown from the surrounding area, and that a good time to catch their attention was as they entered the town. So he contracted for four billboards—one each on all four highway entrances.

From there on, Diecks explained, the problem was to keep the merchandise well displayed and to have enough lines so that

the customers obtained through advertising would come back often for other things.

For the first two years after he bought the business in 1942, Diecks operated it as a conventional lumber yard, selling lumber, hard materials, and other building supplies. Fighting to maintain sales volume and increase store traffic near the end of the war, he increased the small line of builders' hardware into a full line of hardware, including cooking utensils.

And then, as the billboards went up, he added gas and electric appliances, radios, and a complete sporting goods department with a full line of fishing tackle. For the appliance, radio, and television customers, he maintains a complete service department. He says this is essential for a lasting,

Billboards like the one below are used by the Diecks Lumber Company on each of the four highways into Elizabethtown, Ky. The copy is clever and original and is changed each month to keep their advertising "fresh." The store will soon be remodeled to accommodate more business—which has increased 10 times in five years.

profitable business in these lines.

"Advertising will bring in the customer the first time," Diecks declared, "but it is up to the merchant to keep him coming back. This requires fresh merchandise, modern displays, and an easy-to-shop store."

Another point in this dealer's favor was plenty of parking space. He points out that customers who can't park conveniently may have their desire to trade with the institution worn out by the time they have circled the block a dozen times.

(See BILLBOARDS page 29)



## N.C. Lumber Dealer Leads State Reforestation Promotion

**BURKE E. Wilson**, co-owner and president of the Wilson Brothers Lumber Company in Rural Hall, N. C., is noted throughout the state for his campaign for "Systematic Reforestation of North Carolina Woodlands."

Through his efforts, a petition outlining a reforestation program for the state was sent to over 100 civic clubs and prominent persons throughout the state to be signed by their members and friends.

Wilson also sent letters boosting the program and a statement containing facts on the state's forestry situation to members of the North Carolina General Assembly, chairmen of the boards of county commissioners, civic club presidents, county farm agents, the Grange, and the Farm Bureau.

The statement explained that



**BURKE E. WILSON**

79,938 farmers reported 906,073 acres of idle land, over half of which is suitable for forests but not for crops or pasture.

This reforestation program, as planned by Wilson and other interested persons, calls for a system of education, demonstration, and cooperation to be provided landowners by the North Carolina Agricultural Extension Service. The Service would promote the progressive development and use of farm forest resources.

Under their plan, a trained forester would be employed as assistant county agent in each county or group of counties with 100,000 or more acres of farm woodland. To begin and effectually carry through this program, \$50,000 would be appropriated the first year and \$100,000 the second year from state funds to the Service.

Armed with the signed petitions and facts on what improved forests could mean to the state, Wilson and his colleagues hope to win favor for their movement when a bill covering the issue is presented to the General Assembly in 1951.

The General Assembly meets every two years. Last year the budget committee discouraged presentation of the bill until a later date. Wilson says that the bill's supporters "feel that the 'Keep Green' movement may be our best me-

## Saw - Filing Machine Lures Contractors to Yard

**A MACHINE** for sharpening saws—originally set up by the Alabama Lumber Company, of Bessemer, as an added service to their customers—has proved a good "bait" to lure contractors' business.

At least 30 contractors use this saw-filing machine regularly and the number is increasing. While in the store, they buy the materials they need for their various jobs.

According to Manager Horace H. McMickens, the saw filing service has been responsible for introducing the firm's woodworking shop to many contractors. They now order their special moldings, doors, and sash from the Alabama Lumber Company.

Repair jobs that are too small to interest contracting customers are taken care of by this firm.

"We take on jobs no one else wants," McMickens says. Such jobs constitute a large part of the company's business and keep four men active in this department. Remodeling jobs for home-owners account for about half the mer-

chandise sales. The firm carries an extensive stock of all materials used in remodeling, such as more than 250 patterns of wallpaper.

But the firm is also a clearing house for engaging contractors,

ordering house plans, and offering general construction information.

The Alabama Lumber Company further cooperates with contractors by arranging FHA loans for customers through local banks.



Manager Horace H. McMickens, of the Alabama Lumber Company, Bessemer, sharpens a saw for a contractor-customer. This service has been responsible for attracting many contractors to the store and for increasing substantially the sales made to them.

dium through which to work."

Wilson believes in starting the movement with his own firm. He has set out 30,000 seedlings and now has 400 acres of land in small pines. When he finishes his "private" campaign, he will have 657 acres of seedlings. He contributes financially to the "Keep Green" movement.

The sprawling Wilson Brothers plant includes 10 buildings for its offices, sawmills, planing mill, and warehouses.

## BILLBOARDS

(From page 27)

Diecks does not spend any specific percentage of sales volume on advertising.

"I achieve a maximum gain from a minimum spent for advertising through billboards, direct mail, and the local newspaper," Diecks says. "I watch the daily, weekly, and monthly volume figures. If this volume is lower than what I consider normal, I increase the advertising dollar immediately. The lower the volume, the more I advertise."

"This system works. Last year, for instance, in the face of a national drop in dollar volume, our firm chalked up a gain."

Desiring even further advertising facilities, Diecks is one of the five owners and promoters of a radio station to be started in Elizabethtown this summer. When it is completed, the Diecks Lumber Company will go on the air with a 30-minute program. Copy for the billboard, radio, direct mail, and other advertising will be correlated with the same catchy phrase and idea.

So confident is Diecks that his company's volume will stay on the upward grade, he is enlarging the store so that space will be about doubled. Merchandise will be departmentized. Wide aisles, indirect lighting, modern displays, and trained salesmen will help speed the progress of the sale from a customer's idea to the jingle of the electric cash register.

## More Steel Output

The United States Steel Corporation will increase its steel-making capacity by 1,660,000 ingot tons annually through an improvement program to be instituted at the Pittsburgh and Chicago district

# Aids to Small Business Firms

## Available from Department of Commerce

By E. P. DANESE

Business Specialist, U. S. Department of Commerce

District Office, Jacksonville, Fla.

"WHY KEEP a lot of complicated records? I can see what's going on in my business—I'm here every day. Anyway, I'm so busy running my store I don't have time for keeping records. Besides, I don't know anything about it."

This is the view often expressed by operators of small retail establishments when the subject of record-keeping or more efficient management is discussed.

There are several things wrong with this view. In the first place, neither a large number of records nor complicated records are necessary. Secondly, if the average small-store retailer is so well posted on the conditions of his business, through his intimate daily association with it, why is it that so many of the unsuccessful and bankrupt retailers are found to have had poor records or no records at all?

Most of the careful observers of business failures hold that the one most important factor is that which is often taken for granted or practically overlooked—competence of management. Included in this attribute is the keeping of proper records.

This competence, they further conclude, is not something just inborn that "either you have or you haven't," though native abilities figure in it. Management skills, it has been found, can be largely acquired.

A United States Department of Commerce study covering failures of 30 retail establishments showed that 21 never made up a profit-and-loss statement or balance sheet. Four never took inventory. Nine said they did not know how to figure stock turnover. One had allowed members of his family of seven to take money indiscriminately from the cash register. And one, who bought a store first

and took inventory afterward, found he had paid \$7,000 for a \$3,000 stock.

There are many sources from which managers and potential managers of small business can improve their knowledge and skills in meeting the general requirements of business.

One principal source is the United States Department of Commerce, which maintains field offices in a score or more of the principal cities over the South.

Services of the department to businessmen, small or large, are much more extensive than seem to be generally realized. Available to all field offices are booklets describing how to establish and operate some 40 or more small businesses.

Besides the "Establishing and Operating" series of booklets, the department publishes and distributes free a series of "small business aids," which now runs to nearly 500 titles. These for the most part are reprints of useful articles that have appeared in trade publications on needs, methods and opportunities in various lines of small business.

Among the booklets available on "Establishing and Operating" small businesses, together with their cost, are: "Establishing and Operating Your Own Business," 15c; "Electrical Appliance and Radio Shop," 45c; "Hardware Store," 45c; "Small Sawmill Business," 35c; "Paint, Glass and Wallpaper Store," 15c; "Bookkeeping Service for Small Business," 15c; "Record Keeping for Retail Stores," 15c; "Financial Considerations in the Establishment of a New Small Business," 15c; and "Distribution Cost Analysis," 15c.

Prompt shipments of all booklets will be made by writing to the nearest U. S. Department of Commerce field office. Payment should be made in cash or with a personal check or money order payable to the Treasurer of the United States; never send postage stamps.

plants of the Carnegie-Illinois Steel Corporation, its principal steel making subsidiary.



## SPA Promotes Garages to Help Sell More Lumber

GARAGE and garage-apartment plans—plus newspaper ads, radio spot announcements, and other promotional items—are helping Southern retailers to sell materials for garages. To help dealers show home-owners they can afford that garage now, the extensive garage promotion program is being sponsored by the Southern Pine Association, Canal Building, New Orleans 4, La.

Under this program, one complete set of blueprints and specifications is offered for \$1.00. Eighteen designs are shown in an attractive 24-page book, "Southern Pine Garages and Garage Apartments."

Beginning with suggestions for choosing a plan and pointers on good construction, the book reminds the home-owner that the SPA grade-mark and trade-mark are assurances of properly dried

lumber. It explains the importance of matching garage roof pitch and other details to the home design.

Each garage design is pictured in an architect's perspective. Roof and floor plans and isometric sketches of certain construction details are shown with each design. Lists of materials needed for each plan simplify cost estimation.

The designs vary from a model simple enough for an amateur carpenter to follow, to a two-garage plan with apartment and porch. Some include a single extra room to be used as a guest room, playroom, or servant's quarters.

Many of the garages are designed to include a home laundry, work shop, or other utility space.

Trellises and porches are suggested for "dressing up" the small, box-like garage.

Two attractive car-port plans are

The Southern Pine Association's garage plans vary from simple car-ports and one-car designs to the two-car garage and apartment with porch pictured here. Each set of blueprints and specifications costs \$1.00.

included. Either could later be made into a full garage.

The SPA book suggests utility ideas such as folding shelves, glassed-in shelves for hot-house plants, storage cabinets to utilize all space. Suggested furniture arrangements for the apartments are shown.

The Southern Pine Association furnishes radio spot announcements, newspaper ad mats, window display material, customer literature, and a model garage as part of their dealer cooperation.

The accurately scaled miniature model garage is made of wood, painted white. Roofs are red, green, blue, and brown. The actual size is 10½ inches wide, 15¾ inches deep, and 8¾ inches high. One eighth of an inch represents one foot. Each model is mounted on a 14-by-19-inch plywood base.

To draw further attention to the ease with which a frame garage can be obtained, the magazine *Home*, distributed nationally by local Savings and Loan Associations, is carrying stories on the Southern Pine garage plans.

Articles on these garages also are being sent to newspapers for their building pages.

Markel, Inc., New Orleans, La., building supply dealer, displayed the SPA garage promotional material in a window, as shown at lower left. Nine of the 18 garage and garage apartment plans offered by SPA are pictured in this window. A model garage is at the top of the display. Another New Orleans firm, the Mestayer Lumber Company, offered the 25-cent plan book free through billboard advertising.



## Notes on Manufacturers

**ST. LOUIS, MO.:** Oliver J. Biddle, president of the Biddle Company, has announced that his company acquired space next to its present location that will more than double the existing plant area. The firm makes Perma Glaze glazing compound and QD primeless putty.

**HAZLEHURST, MISS.:** The Harrell Lumber Company has re-opened its large plant north of here, which employs 200 men. The plant makes flooring in all widths, mostly of hardwood lumber.

**DALLAS, TEX.:** The Childres Manufacturing Company, of Houston, has opened a Dallas office, with C. J. Green as manager. The firm makes roofing and aluminum awnings.

**SUMMERVILLE, S. C.:** The Carolina Hardwood Flooring Manufacturing Corporation plans to open a mill here in about three months. The mill employ about 300 persons.

**CHICAGO, ILL.:** A 35,000-square-foot addition has been started to increase the modern plant of Skilsaw, Inc., to 200,000 square feet. The firm makes the Skil line of portable electric and pneumatic tools.

**WINNFIELD, LA.:** H. V. Dunford, who has been with the Tremont Lumber Company nearly 25 years, is now general superintendent in charge of forestry, logging, and mill operations. Herbert Moss, former general manager, has been transferred to Shreveport in charge of a new sales office.

**DALLAS, TEX.:** A large expansion program is now in progress to increase the production of the Trinity Portland Cement Company.

**ST. LOUIS, MO.:** The Midwest Manufacturing Company now makes U. S. Gypsum's "Duron" hardboard for distribution in the Southwest. Blueprints can be sent to Midwest, and the finished parts will be returned ready for the assembly line.

**PRESCOTT, ARK.:** Officers of the Dierks Lumber Company, the Gordon Lumber Company, and the Ozan-Grayson Lumber Company, who operate in this vicinity, have organized the White Star Paper Company to make newsprint. This third large plant in the South will have a capacity of 50,000 tons a year.

**HOQUIAM, WASH.:** The Acme Door Company, organized in 1939, is now the Acme Door Corporation, controlled by the Georgia-Pacific Plywood and Lumber Company.

**DALLAS, TEX.:** William H. Neil has been appointed district manager of the American Central division of the AVCO Manufacturing Company. He is in charge of American Kitchen sales.

**LOS ANGELES, CALIF.:** Sales and distribution of the complete line of residential locks made by Kwikset Locks, Inc., in California, are now handled through the Kwikset Sales and Service Company, Anaheim, Calif.



"YEAH?"

"You bet! I'm putting Master No-Draft Sash Balances like this in every window. They give the windows smooth metal tracks to run on, and their counter-balancing springs make windows easy to raise and lower. Think what a selling point this gives me, Joe: windows that always work right . . . windows with no ropes to break, no pulleys to rust. But that isn't all! These Master No-Draft Sash Balances weatherstrip the windows, too. That means they keep out dust, dirt, wind and water . . . and cold, besides. What's more, they cost less to install, because they don't need pulleys, cords, weights or box-frames. And MAN . . . you ought to see how easy they are to put in!"

MASTER NO-DRAFT SASH BALANCES ARE PRECISION MADE OF the finest, highly-tempered non-corrosive metal. They can't rust. Springs are correctly-tensioned to give perfect balance of the upper and lower sash . . . and easy, fingertip operation. These sash balances are made in a factory that's recognized by the industry as outstanding for its efficiency and the craftsmanship of its workers.

SMOOTH OPERATION IS ASSURED by Master No-Draft Sash Balances, because they automatically adjust for shrinkage and expansion in the wood. Runways are completely metal-covered and require no painting. (Of course, cross-members should be installed). Double contact prevents rattle when windows are open.

USED BY THE U.S. GOVERNMENT AND PROMINENT BUILDERS all over the country, Master No-Draft Sash Balances are tested to mechanical perfection. They make windows neat and weathertight—and there's nothing to cause trouble. You can forget maintenance!

See Our Catalog in Sweet's

**NOTE:** The Master No-Draft Sash Balance is the original patented combination sash balance and weather-strip—and still the best.

### MASTER METAL STRIP SERVICE, INC.

1716 N. Kilbourn Avenue, Chicago 39, Illinois

Please send me, without obligation, complete information about Master No-Draft Sash Balance.

Name .....

Title .....

Address .....

City .....

Zone .....

State .....



**FOR UNCLE SAM** to convince Joe Stalin that Communism will not be allowed to spread rampantly around the world—

What will it take in American manpower, materials, and money? How much will it all cost?

How should Americans pay for it?

Those were the three questions that in August were trying the intelligence and morals of Congress and government officials. On the necessary answers hinged the fate of democracy all over the globe.

Republican leaders surprisingly joined many Democrats in favoring greater and more far-reaching powers for President Truman than he requested in the face of the Korean crisis. So it appeared likely that Congress soon would pass a Defense Production Act of 1950 that not only would include material allocations and credit controls but also standby powers of freezing prices and wages, and of rationing.

**THE \$10 BILLION** budget for increased military purposes and the \$4 billion sought by President Truman for aiding other nations against Communism spell even greater deficit spending that most legislators and business leaders consider unbearable. So increased taxes will soon be voted by Congress.

These are expected to include corporation taxes, individual income taxes, excise taxes, and excess profit taxes. Although some legislators want increased corporation taxes to apply retroactively to January 1, it seems likely that the effective date will be July 1.

Effectiveness of increased income taxes may be set for October 1 to allow time for re-setting the pay-deduction machinery and also to minimize the reaction of voters in the autumn elections.

Instead of discontinuance of any of the World War II excises, increases on some commodities are gaining favor for two purposes.

First, to raise income needed for increased defense costs. Second, to put the brakes on non-essential purchases that feed inflation.

Inauguration of excess profit taxes is expected to boomerang against maximum voluntary, productive defense output by industry.

**MOST BUSINESS** spokesmen appear to approve the payment of increased defense costs out of higher taxes immediately. But the feeling is widespread that the federal government should effect drastic economies in the operation of some of its services and businesses. Therefore, the demand is for combating inflation and rising costs in two directions—in reduced domestic government costs and in greater taxes for defense.

**"TO RESTRICT** the over-all volume of housing construction to the extent necessary to assure sufficient materials for developing defense needs, and to discourage unnecessary cost and price rises by reducing the volume of credit available for homebuilding and purchase," the National Housing Council this month instituted a system of nation-wide reports through the facilities of the principal government agencies concerned with housing. The plan was announced by Raymond M. Foley, HHFA administrator.

**FHA AND VA** orders to require more equity for housing purchases and to trim or hold back mortgage guarantees is expected to result in about one-third reduction in the number of units built after August. However, due to the record-breaking starts during the first seven months of this year, 1950 will still be a record-setter with up to 1,200,000 starts anticipated. Completion of the units started during the summer will run into the winter because of spotty labor and material shortages.

Reduction in the number of houses built by 500,000 a year could

mean a saving of 5 billion board feet of lumber, 1 million ingot tons of steel, and considerable aluminum.

**AMONG THE MATERIALS** that are most likely to be allocated voluntarily by the new Defense Production Act are steel, aluminum, copper, tin, rubber, wool, and lumber. The latter undoubtedly will include plywood because it is used so extensively in military facilities and machines.

Cutbacks of 25 per cent in the number of cars and of 10 or more per cent in household appliances are anticipated to supply metals and manpower for defense purposes.

The Veterans Preference Regulation for housing has been amended to continue veterans preference on sale and rent of new residential property through the nation until June 30, 1950.

**DECADES** after Horace Greeley, the great New York editor, recommended that ambitious young men should Go West, Americans are heeding that suggestion. Returns of the 1950 U. S. population census show that the Western states have made the greatest gains in inhabitants since the 1940 count. Sunny California enjoyed a better than 50-per-cent population increase in the World War II decade.

Only four Southern states made greater population gains in the 10 years than the national increase of 14.3 per cent. These are: Florida, 44.1%; Maryland, 27.5%; Virginia, 21.3%, and Texas, 19.7%.

## **Mexican Tour Set for Conventioneers**

An all-expense tour to Mexico City and surrounding area has been arranged by the Lumbermen's Association of Texas to follow the annual meeting of the National Retail Lumber Dealers Association, which will be held in Houston, Tex., October 8-12.

The touring party will leave Houston Friday, October 13, on the Southern Pacific Lines for Mexico City with colorful stops en route. The historic and natural wonders of nearby districts, including gay Xochimilco and picturesque Tasco, will be visited.

Reservations will be handled by Alex Thomas, vice-president of George C. Vaughan and Sons in San Antonio. The touring party will return to that city on October 22 after nine days of travel and sightseeing.

# 142 GUNNISON★ CHAMPION★ HOMES

## SOLD *in 8 hours!*

... PROOF that CHAMPION Homes  
are sound, profitable investments!

*John W. Galbreath & Co.*  
Realtors

401 East 10th Street  
Columbus 15 Ohio

May 29, 1950

General John J. Overton, President  
Gunnison Homes, Inc.,  
New Albany, Indiana

Dear General Overton:

All you probably recall, last fall we offered for sale  
in project of Gunnison Champion #1 Homes and sold the entire offer-  
ing on the opening day of the sale.

Yesterday at 12:00 o'clock noon we offered 177 Gunnison  
Champion #2 and #3 Homes for sale to be built in Columbus, Ohio. We  
took contracts for 140 houses before 11:00 a.m., and would have sold  
out the entire offering if our manpower had been sufficient to handle  
the crowd.

We have found the public to be enthusiastic in its accept-  
ance of the Gunnison series, and our experience would indicate that  
the demand for these homes cannot be met for a long time to come.

It was gratifying to learn, upon arriving in the office  
today, that satisfactory arrangements had been made with you for  
contracts to meet our erection schedule on this project.

With kindest personal regards, I am

Sincerely yours,  
*John W. Galbreath*  
John W. Galbreath

### Rapid turnover

- + Top quality
- + Low Price
- + Eligibility for FHA and VA loans
- + Great public demand

### TOTAL: More Profit for YOU

Gunnison Homes, Inc., U. S. Steel Cor-  
poration Subsidiary, is now granting  
additional DEALER FRANCHISES! We  
welcome inquiries from qualified, finan-  
cially sound businessmen. Investigate  
NOW! Write Dept. S-4 for complete  
information.



WHEREVER THERE'S BETTER LIVING . . .

*Gunnison Homes* INC.

UNITED STATES STEEL  CORPORATION SUBSIDIARY  
NEW ALBANY INDIANA

★ TM

# NEWS *of the* MONTH

## Mortgage Credit Tightened by FHA to Combat Inflation for Defense Needs

NEW CREDIT restrictions under the insured loan program of the Federal Housing Administration were put into effect recently by Commissioner Franklin D. Richards in accordance with policy set forth in a letter to HHFA Administrator Raymond M. Foley from President Truman. The president's letter requested the use of further credit controls to conserve building materials which may be needed for national defense and to curb inflation.

Commissioner Richards issued the following instructions to all FHA field offices on July 18:

1. Construction cost figures used in insuring offices for the purpose of analyzing property for mortgage insurance or yield insurance shall be frozen as of July 1, 1950.
2. Eligibility provisions of Administrative Rules under all mortgage insurance plans are amended by reducing the ratios of loan to value or loan to cost specified therein by 5 per cent of such value or cost.
3. Dollar mortgage limitations on single family dwelling is reduced from \$16,000 to \$14,000.
4. Cash down payment of 10 per cent shall be required on property improvement loans under Title I.

The actions described in the first three items were effective with respect to applications or requests for eligibility statements received by the insuring office after July 18, 1950.

The down-payment requirement on property improvement loans became effective with respect to all applications dated or executed on or after August 1, 1950.

Military housing and housing in Alaska are expressly excepted from the new FHA controls.

The FHA annual report for 1949 reveals that one dollar out of every six of loan insurance written by the Federal Administration dur-

ing the year was for repair, alteration, and improvement of existing properties. The FHA insured private financial institutions in 1949 against loss on unsecured loans aggregating \$607 million for such construction activities.

The typical property improvement loan insured by FHA last year provided the borrower with \$353 for a maturity period of 36.4 months, and it was used to improve a single-family dwelling.

About 22 per cent of the cash disbursed by the 4,000 financial institutions operating under FHA Title I insurance in '49 was used for heating systems; 16 per cent for additions and repairs; 16 per cent for exterior finish; 12 per cent for plumbing; 8 per cent for roofing.

The FHA annual report for 1949 also shows that more than one-third of the new home buyers using FHA-insured financing had family incomes of less than \$300 monthly. These families bought houses with an average FHA valuation of about \$7,000 and the monthly mortgage payment runs around \$50 a month.

The monthly mortgage payments undertaken by the various income groups indicate that no set rule of thumb can be applied as to the proportion of a family's salary to be spent for shelter. Payments of the new home buyers average \$41.54 for incomes under \$200; \$55.50 for \$300 incomes; \$69.12 for \$500 incomes, and \$98.43 for incomes of \$1,000 or more.

## 687,000 New Houses Started in 6 Months

The nation's homebuilders during the first six months of 1950 scored an all-time high for any half year on record with a total of 687,000 new permanent non-farm dwelling units started, according to preliminary estimates of the U. S. Bureau of Labor Statistics.

The January-June total for 1950 was 53 per cent above the 449,000-unit total for the comparable 1949 period.

The 142,000 dwelling units placed under construction in June outstripped all previous monthly peaks. The June total represented a gain of almost 50 per cent over June 1949.

Although the increase in homebuilding was apparent in all sections of the country, urban housing assumed greater importance during this year's first quarter. New housing in urban areas accounted for 60 per cent of all new dwelling units started.

## Prefab Sales Soar in Building Boom

Three prefabricated homes were built during the first six months of 1950 for every one produced in that part of last year, the Prefabricated Home Manufacturers Institute reported.

The nation's prefabricators shipped 28,000 houses from January through June, according to institute estimates. This output nearly equaled the total of 30,000 houses produced in all of 1949.

The increase in prefabricated home sales was in trend with the current housing boom but it is significant that the gain was considerably more than that for all new non-farm housing starts in the same period, Harry H. Steidle, institute manager, said. According to preliminary estimates of the Bureau of Labor Statistics, new housing starts showed an increase of 53 per cent.

Steidle attributed the increased sales of prefabricated homes to three factors:

"1. An ever wider acceptance by the general public, particularly families in the middle- and lower-income groups, of the prefabricated home as the logical answer to their problem of obtaining a quality home at a price within their means.

"2. A steady improvement in the appearance and greater variety in



# MUSTANG

## ASBESTOS SIDEWALL

*Beauty  
that Sells*



• Out of the new plant of The Asbestos Company of Texas roll hundreds of carloads of Mustang Asbestos Siding bound for yards of smart building materials merchants who want to sell the finest fire-safe sidewall beauty. You'll make a good profit on Mustang because it's a superior asbestos sidewall.

### Why Mustang Is Superior

Mustang siding is superior because it is made in one of the nation's most modern plants by those who have the know-how and the experience. Gleaming white and textured to simulate weathered wood, Mustang Asbestos Siding makes friends wherever it is used.

### A Strong Dealer Advertising Campaign for You

Behind this premium asbestos siding is the Mustang cooperative dealer advertising campaign. Hard-selling newspaper ads, radio scripts, metal dealer identification signs and job signs, truck signs, direct mail ideas — all are part of the Mustang dealer merchandising campaign.

Write today for dealer price list and full information about MUSTANG ASBESTOS SHINGLES

*Dealers  
Say:*

- MUSTANGS sell because they attract the eye.
- MUSTANG colors don't fade.
- MUSTANGS are more uniform in size, thickness, color.
- MUSTANGS cut better.
- MUSTANGS are tough, resist breakage.

NO. 102

## The ASBESTOS COMPANY of Texas

ASBESTOS BUILDING MATERIALS

P. O. BOX 1082 HOUSTON 1, TEXAS



designs of prefabricated homes. "3. More and more contractors and builders of conventional homes are becoming dealers in the prefabricated field in order to serve the low-income market."

## Predicts Improved Housing Standards

The next major change in the living standards of Mr. and Mrs. America will be a marked improvement in the quality of their new housing accommodations over their already high standards, according to Thomas S. Holden, president of F. W. Dodge Corporation, construction news and marketing specialists.

"Postwar housing production," Holden explains, "has thus far emphasized new dwelling units in the lower-cost brackets. Such emphasis has been entirely appropriate in a market dominated by the urgent needs of newly-wed veterans and their young families."

"American families are producing more babies than they did 15 and 20 years ago. Furthermore, babies have a way of growing up to be teen-agers with ever-increasing space demands. There is already evidence of a trend to more spacious accommodations and more spacious living."

"With continued prosperity, many of today's young parents will enlarge their incomes as they and their children grow older. These family trends should not only create demands for more rooms per dwelling unit but also for more generous dimensions per room."

"For these and other reasons it is likely that the next great advance in the American standard of living will be in the direction of improved quality of housing. While such improvement has been real and continuous for at least a generation, it has not kept pace with the rapid rise that has taken place in other phases of American consumption."

In a detailed analysis of the reasons for his forecast, Holden said: "Shelter cost today is the one and only major element in the cost of living that is actually lower than in previous eras of prosperity; it is very considerably lower. Shelter cost has been declining during the past 40 years as a percentage of consumer expenditures."

Holden points out that in 1909 Americans spent as current cost of shelter 19 per cent of their total

## Personnel Notes



M. O. Harum has been promoted to vice-president of Allied Building Credits, Inc., nation-wide installment financing company serving the light construction industry. Harum formerly managed the business development department.

★ ★ ★

George R. Seidlitz has been promoted from the vice-presidency in charge of sales for the Seidlitz Paint and Varnish Company in Kansas City, Mo., to vice-president and general manager. Joe C. Huntoon, Jr., has been appointed vice-president in charge of sales for the Seidlitz firm, which has 37 distributors in 22 states supplying more than 2,000 dealers with paints.

★ ★ ★

The new manager of the Strand Garage Door Division of the Detroit Steels Products Company in Detroit, Mich., is Bob Kirkman, former Southwestern representative. He previously had been associated with the Hunter Fan and Ventilating Company.

consumer expenditures as compared with only 9.5 per cent in 1949. In 1949 the total for shelter was less than for alcohol, tobacco, and amusements. The most spectacular change in living standards during the past 10 years has been the great increase in expenditures for improved diet.

The Twentieth Century Fund and government agencies are credited by Holden for the statistics upon which his conclusions are based.

James E. Hinson has been appointed field representative for the Alabama Forest Products Association. Hinson graduated from Alabama Polytechnic Institute in June with a degree in wood utilization.

★ ★ ★

New advertising manager of the Zonolite Company is Philip R. Strand. He joined the company's advertising department four years ago. Daniel J. Boone, whose post Strand fills, was promoted to general merchandising manager.

★ ★ ★

Arthur H. Mohrhuseen is now merchandising director of the Rahr Color Clinic, color merchandising consultants. Mohrhuseen comes to the clinic after 26 years with Devoe and Reynolds paints, where he was general merchandising manager.

★ ★ ★

Charles R. Pritchard has been elected president and a director of the General Electric Supply Corporation. He formerly was manager of marketing for the G-E appliance and merchandise department. John L. Busey is now a vice-president of the General Electric Company and has charge of the marketing policy. William V. O'Brien was concurrently elected a commercial vice-president to assist with the marketing policy.

★ ★ ★

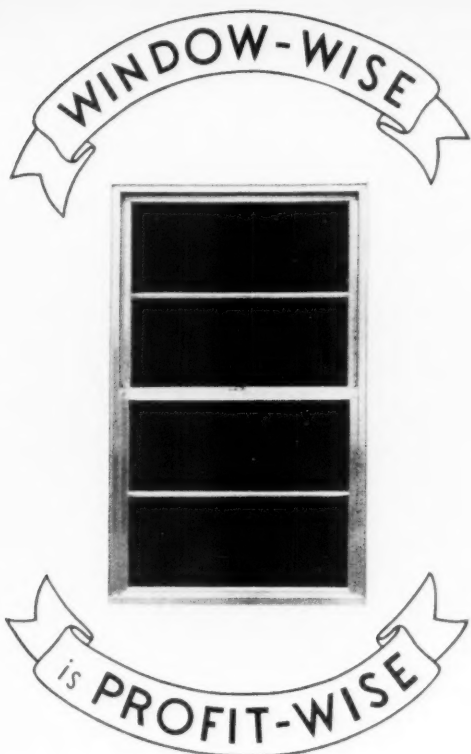
The United States Plywood Corporation has announced the appointment of Norbert F. Schumaker as manager of its door division. Schumaker has served several building products manufacturers in executive positions.

★ ★ ★

W. F. Haakinson, formerly manager of the Des Moines office of Allied Building Credits, Inc., is now manager of the office in Kansas City, Mo. Other new ABC branch managers are: Pittsburgh, Pa., H. L. Stock, former office manager; Des Moines, Iowa, J. A. Barr, former office manager, and Cleveland, Ohio, H. C. Mader, former assistant manager of the business development department.

★ ★ ★

Arthur J. Tuscany, who owns his own trade-association management firm, has been appointed executive secretary of the Steel Kitchen Cabinet Institute. Institute headquarters have been moved to the offices of the Arthur J. Tuscany Organiza-



PLUS . . .

✓ **SPECIFICATIONS EXCEEDED**

Metalart windows meet and exceed all DH-A1 specifications for residential aluminum double hung windows.

✓ **TRIM AVAILABLE**

Interior and exterior extruded ornamental aluminum trim completely eliminates need for plaster return or wood trim and their required painting maintenance.

✓ **SOLD NATIONALLY**

Metalart Aluminum Windows have received national acceptance and are being installed in all parts of the U. S.

✓ **IMMEDIATE DELIVERY**

We have a full stock on hand and can make immediate shipments.



# BUILDING BUY OF THE YEAR!

*Metalart*

## ALUMINUM WINDOWS

### CHECK THESE FEATURES

✓ **FULLY PACKAGED**

Glazed, screened, weatherstripped, completely equipped with stainless steel hardware and spiral balances concealed in the sash. Ready to install.

✓ **NO MAINTENANCE**

No painting costs. Will not rot, rust or warp.

✓ **FACTORY GLAZED**

Done by a continuous strip of neoprene bead glazing extrusion. Eliminates putty or compound. Original neoprene may be used over and over.

✓ **FULLY WEATHERSTRIPPED**

At the jams, with continuous double contact stainless steel; at the head, sill and meeting rail, with soft, pliable neoprene.

✓ **ADJUSTABLE SWEEP LOCK**

Air infiltration reduced to a minimum by the adjustable feature built into the sweep lock.

✓ **COMPLETE SIZES**

Forty-eight double hung sizes with 8 muntin arrangements, and 24 picture window sizes. Multiple numbers of combinations.

Write for full information and prices on Metalart Intermediate Commercial double hung windows if you desire heavier windows meeting DH-A2 strength of sections and air infiltration requirements.



The Southern G F Co.

Atlanta 3, Ga.

257-263 Decatur St. S. E.

Please send me detailed information and prices on your Metalart Aluminum double hung windows.

NAME \_\_\_\_\_

FIRM \_\_\_\_\_

STREET & NO. \_\_\_\_\_

CITY \_\_\_\_\_

SOUTHERN SALES — WAREHOUSING AND ENGINEERING DIVISION

# THE SOUTHERN G F COMPANY

257-263 DECATUR STREET S. E.

ATLANTA 3, GEORGIA

CYPRESS 7224-3300

AUGUST, 1950 . . . Tell our advertisers you saw it in SOUTHERN BUILDING SUPPLIES

37

tion, Engineers Building, Cleveland 14, Ohio.

★ ★ ★

**William B. Creech** is now assistant sales manager of the electric appliance division of the **Westinghouse Electric Corporation**. Since joining Westinghouse 21 years ago, Creech has held every position in the Southeastern district except as a service man. He was district manager with headquarters in Atlanta, Ga., before his recent promotion.

★ ★ ★

New manager of marketing of the **General Electric Company's** appliance and merchandise department is **Louis H. Miller**. His former position as manager of the household refrigerator division has been filled by Charles K. Rieger. Robert E. Boian succeeded Rieger as manager of heating devices and fans.

★ ★ ★

**H. C. Kennedy** has been promoted to assistant general sales manager of the **Protection Products Manufacturing Company**. He joined the firm in 1943 and has been middle-West district manager for the last three years.

★ ★ ★

**C. E. Anderson**, middle-state field representative for the trade promotion department of the **Southern Pine Association**, has been transferred to Washington, D. C. In addition to his duties as advertising and trade-promotion representative, Anderson assists the Washington personnel with legislative matters of the Southern Pine Industry Committee.

★ ★ ★

Assistant Director **L. J. Markwardt**, of the U. S. Forest Products Laboratory, was elected president of the **American Society for Testing Materials** at the 53rd annual meeting. Markwardt has directed much research to advance wood as an engineering material since he joined the laboratory in 1917.

★ ★ ★

The **Southern Chain and Manufacturing Company** has appointed **Philip O. Mullane, Jr.**, district sales manager for the Columbia, S. C., territory, which includes the Carolinas and eastern parts of Georgia and Tennessee. A mechanical engineer, Mullane has charge of all types of Southern chains.

★ ★ ★

Directors of the **Westinghouse Electric Supply Company** recently elected **John F. Myers** president of

the board. He succeeds David M. Salsbury, who is now vice-president in charge of Texas and Pacific coast operations.

★ ★ ★

**O. B. Stauffer** has been appointed manager of the advertising division, and **John E. McGrath** manager of the market development division, of the general sales department of the **American Steel and Wire Company**.

★ ★ ★

**R. E. (Dick) Anderson** is the new field representative of the **Douglas Fir Plywood Association** in Texas. His office address is 3332 Clydale Drive, Dallas 9, Tex. A forest products graduate engineer, Anderson formerly was with Timber Structures, Inc.

★ ★ ★

**S. J. McCarthy** is now general sales manager of the folDoor division of the **Holcomb and Hoke Manufacturing Company**, makers of the folDoor folding door. McCarthy formerly was general sales manager of New Castle Products.

### Tackle Urban Problems

To tackle problems of overcrowded streets and slum areas, the Chamber of Commerce of the United States will hold a nationwide businessmen's conference on urban problems November 20-21 in Washington, D. C.

Chairman Norman P. Mason, of the construction-civic development committee, and Chairman Evans A. Nash, of the transportation-communication committee, said in a joint statement that although municipal officials have the final decision on remedial measures, the business leaders can help mobilize public opinion behind proposals.

### New Miami PC Officers

New officers of the Miami, Fla., chapter of the Producers Council were installed last month at a party for members and their wives.

The new president is George J. Haas, who represents the Detroit Steel Products Company, Alberene Stone Corporation of Virginia, Richmond Fireproof Door Company, and the Peel Company. R. Hurley Mitchell, Libbey-Owens-Ford Glass Company, is vice-president; M. E. Widdersheim, Gate City Sash and Door Company, secretary, and Ernest Perry, Libbey-Owens-Ford Glass Company, treasurer.

## BOCA Publishes New Building Code

A "performance type" building code, prepared and published by the Building Officials Conference of America, Inc., has been published in complete and abridged forms for use by communities that are principally residential in character, including the usual civic, commercial, and educational buildings essential to community life.

The Building Officials Conference of America, Inc., has spent five years in creating the comprehensive Basic Building Code and the 118-page Abridged Building Code. The National Association of Home Builders supported the project, and its Building Code Committee collaborated with the building officials.

Ninety building officials from all parts of the country took part in preparing the data, which was correlated by George E. Strehan, New York consulting engineer, Albert H. Baum, St. Louis building commissioner, is chairman of the Basic Code Committee, Walker S. Lee, commissioner of the New York State Building Code Commission, is chairman of the Abridged Building Code Committee. Baum is president of the Building Officials Conference of America, Inc., and Lee is past president.

The most striking feature is that it employs performance requirements rather than detail specifications. The code states that "all new materials, methods of construction, devices, and equipment shall be approved by the building official for use in buildings by the procedure herein provided when they are proved to be the equal of those specifically required by this code."

The code accepts all recognized standards of construction and specifications of material of authoritative technical agencies. All traditional materials and methods of construction are accredited, including steel, wood, and concrete. The code stipulates that the building official can approve all new techniques and materials that meet specified standards of performance.

The first edition of the Abridged Building Code is now available from the Building Officials Foundation, 51 East 42nd Street, New York 17, at \$3.00 per copy, paper covered, and \$4.50 per copy, cloth covered. The Basic Building Code was to be available about August 1 at \$5.00 per copy, paper covered, and \$6.50 per copy, cloth covered.

# The GREATEST WINDOW VALUE of the DECADE

AVAILABLE  
IN  
2 LT., 4 LT. Horiz.  
8, 12 and 16 LT.  
TOP 3 LT., BOT. 1 LT.  
TOP 6 LT., BOT. 1 LT.  
ALSO COTTAGE  
STYLE (Quantities  
Permitting)

Thrif-T Window Units challenge comparison with any and all modern windows on the present market. Trim and smart in appearance, strong and durable, economical in attractive first cost plus installation savings, Thrif-T Windows have won top favor in many markets.

**FACTORY-FITTED • EASILY AND QUICKLY INSTALLED •  
COMPLETELY WEATHERSTRIPPED • EASY QUIET OPERATION •  
NEVER STICK • PONDEROSA PINE—TREATED FOR LONG LIFE**

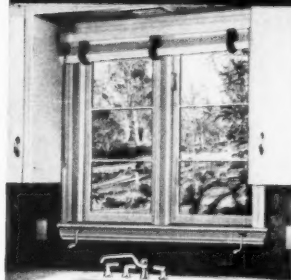


## Install in Twelve Minutes NO PLANING THEY OR SAWING F I T



## Also TWO GREAT CASEMENT UNITS

### Thrif-T TWIN KITCHEN CASEMENT UNITS



- Fits Over Modern Sinks
- Operates Without Reaching
- Completely Weatherstripped
- Set Up — Ready to Install
- Ponderosa Pine — Treated



MAY  
BE  
ORDERED  
IN  
SIX  
LIGHT  
AS  
WELL

These two Casement Units make a big hit for their good looks, their completeness and their ECONOMY. They typify the Thrif-T platform "SAVE without Sacrificing BEAUTY or QUALITY."

Thrill your housewife customers with these complete, ready-to-install beauties for the kitchen — The Thrif-T Twin Kitchen Casement Units. Convenient crank operation — no reaching. Locks automatically when closed. Provides lots of light and ample, controlled ventilation. Available in 3 Lt. and 6 Lt. sash glazed. Suited to various types of wall construction.

There are always several openings in a home where Thrif-T Twin Casements would provide both charm and a welcome variation from double-hung windows. Thrif-T Twin Casement Units are furnished in two designs — 4-Hi (glass 16 x 12, 4 horizontal lights in each sash) and 8 Lt. (glass 8 x 12, 8 lights in each sash)—Glazed.

### Thrif-T 4-HI and 8 LIGHT TWIN CASEMENT UNITS



- Completely Weatherstripped
- Set Up — Ready to Install
- Ample Ventilation
- Ponderosa Pine — Treated



ALSO  
AVAILABLE  
IN  
8 LIGHT  
•  
FITS  
VARIOUS  
TYPES OF  
WALL

### OTHER Thrif-T WOODWORK for the HOME CARRIED IN STOCK

#### Thrif-T PICTURE WINDOW UNITS

• Thrif-T BAY WINDOW UNIT

• Thrif-T DE LUXE PICTURE WINDOW UNITS

• Thrif-T BASEMENT UNIT

#### "4 in 1" ENTRANCE FRAME

• "10 in 1" ENTRANCE FRAME

• No. 1332 ATTIC LOUVRE

• Thrif-T WARDROBE

• 960-R CORNER CHINA CASE

#### Thrif-T WINDOW & DOOR TRIM

• E-Z-UP OVERHEAD GARAGE DOOR UNIT

• MT. VERNON MANTEL

• Thrif-T DISAPPEARING STAIRS

• Thrif-T TELEPHONE SHELF

Write for NEAREST JOBBER Name of

Distributed through the Leading Millwork Jobbers to the Retail Lumber Dealer



# ROACH & MUSSER CO. MUSCATINE I O W A

## **HHFA Sprinkles Housing Research Projects Throughout the United States**

LAST MONTH, the Housing and Home Finance Agency continued to authorize a variety of housing research projects to be executed by educational institutions throughout the nation under the Housing Act of 1949. Altogether, HHFA had assigned 60 different housing research studies.

The University of Michigan will undertake the development of a standardized cost-accounting system for possible use by homebuilders. HHFA Administrator Foley said that "the specific goal of the project will be the preparation of texts or manuals describing cost-accounting systems suitable for the use of operative homebuilders engaged in speculative residential construction."

The Georgia Institute of Technology has been engaged for a study of "within-the-city demand for housing." The objective is to produce methods for measuring housing demand in particular loca-

tions within an urban community.

Harvard University will attempt to measure and analyze the relation of the cost of municipal services to the cost of housing developments.

Tuskegee Institute in Alabama will be supported financially for two years in its research into production of rural homes for small cash outlays through the use of self-help and the pooling of the labor and skills of several families for the construction of their own homes.

The Massachusetts Institute of Technology will study the cost-reduction advantages of different types of house producing organizations, from the small builder of 10 houses a year to the factory-produced and dealer-erected system.

The U. S. Bureau of Labor Statistics will study and explore ways of determining the volume of residential conversions and demoli-

tions, and the effect on homebuilding of the increased scale of building operations in postwar years.

The University of Indiana will study methods used by homebuilders in several mid-Western cities in financing construction operations. In a companion study, the University of Maryland will survey the local home mortgage market.

Columbia University has been assigned two HHFA housing research projects. One will develop a systematic body of concepts, definitions, and analytical techniques which will serve as a framework for housing market research. The second will develop methods for studying residential mobility and the effect of the movement of families from one place of residence to another in urban residential areas.

The National Capital Park and Planning Commission, Washington, D. C., will make a survey of a potential residential redevelopment area to develop information and data for ascertaining elements to be considered in redevelopment projects.

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## **Make the Most of "National Home Week"**

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NATIONAL Home Week offers retail building supply dealers one of the best promotional opportunities of the year, according to officials of the National Retail Lumber Dealers Association. It will be observed September 10-17 throughout the nation.

"Dealers can perform a real service by showing home-owners how easy it is to finance the purchase or modernization of a home," H. R. Northup, NRLDA executive vice-president, said. "This is a great chance to show the public what this segment of private enterprise can produce."

As co-sponsor of the event, NRLDA has prepared a promotional kit for building supply dealers and has outlined ideas for obtaining publicity. These suggestions include:

1. Designate one responsible employee to act as supervisor or coordinator of your National Home Week promotion.
2. Set a budget to cover signs, publicity, advertising, and other expenses.
3. Adopt a definite time table, both for advance preparation and for Home Week itself, to make sure

everything will be done on time and in an orderly manner.

4. Start your planning well ahead of time.

### **Publicize Plans for Week**

1. Release stories and announcements about your plans to the newspapers and radio stations in your trading area—two weeks ahead of time, one week ahead, and again just before Home Week opens.
2. Consider using newspaper and radio advertising, bus cards, and billboards to invite the public to your yard and to the homes which are to be open.
3. Put up a large sign in a prominent place in your yard, about two weeks ahead, to tell the public about your plans for Home Week.
4. Distribute pamphlets of envelope stuffers with your monthly bills or at meetings of local groups.
5. Have some one make a few brief speeches about Home Week at meetings of local groups during the two weeks before the event starts.
6. Distribute handbills in selected neighborhoods the day be-

fore National Home Week begins.

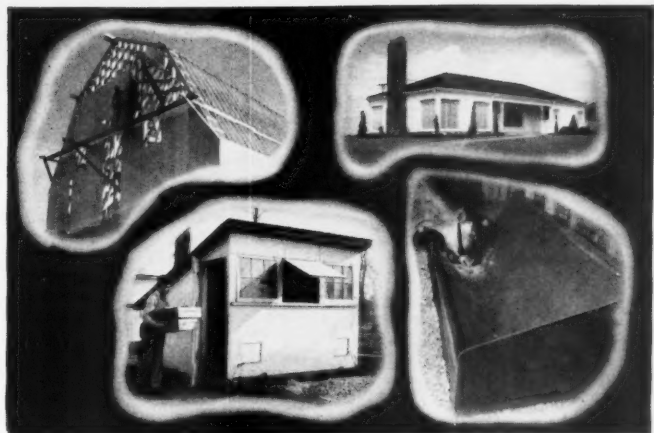
7. Consider offering door prizes (perhaps a savings bond) or holding essay contests for school children.

8. Consider staging a guessing contest, such as "How Many Nails in this Glass Bowl?" Display the bowl in your show window during the two weeks before Home Week starts and offer a prize for the closest guess. Mention the contest in your publicity and advertising.

Here are the two specific plans for dealer participation:

### **With Homes to Show**

1. Arrange to have one or more homes open for public inspection during the 8-day period or on selected days.  
If the dealer does not expect to have a new house under construction at that time, he can arrange with one or more builders to be a co-sponsor of their units for which he is supplying materials.
2. Try to have at least one completed home open to the public, plus at least one partially completed dwelling, so that the public can  
(See HOME WEEK page 75)



## Another Big Opportunity for Added Plywood Volume Sell the Farmer!

HERE's another plywood market with terrific volume potentials.

Pick almost any farm building job—and you have a plywood sales opportunity. Plywood's strength, rigidity, durability and workability make it a preferred material for farm homes . . . barns . . . grain bins—poultry houses, silos, trailers, truck bodies. There are literally scores of plywood uses on every farm!

Check *all* the plywood features that will help you develop this important market. Send for the booklet offered below. It's chock-full of plywood farm-facts, each one a suggestion you can develop into sales.



### NOW—NATIONALLY ADVERTISED TO YOUR FARM CUSTOMERS!

To help you develop this vital market, versatile plywood is getting strong promotion throughout the farm field. Advertisements appear in: Farm Journal, Successful Farming, Progressive Farmer, California Farmer, Oregon Farmer, Washington Farmer, Idaho Farmer . . . in Agricultural Engineering, Better Farming Methods, Agricultural Leaders' Digest.



### Get This Farm Book!

Twenty-eight pages of facts about plywood on the farm—its use in home construction, remodeling, for barns, silos, hog houses, poultry houses, grain bins and other service structures. Single copies free; quantities less than cost. Write: (USA only) Douglas Fir Plywood Association, Tacoma 2, Wn.



LARGE, LIGHT,  
STRONG PANELS  
OF REAL WOOD

Check These Sales Facts—  
They'll Help You Sell Plywood  
For Scores of Farm Uses!



It's durable! Exterior-type plywood (for ALL farm service buildings) is bonded with completely waterproof adhesive. Grade-marked, too; the EXT-DFPA on the panel edge is positive identification of this "all-purpose" farm building material.



Plywood's cross-lamination makes it strong, rigid—split-proof, puncture-proof—impact-resistant. To the farmer, this means less maintenance due to damage from horns, hoofs and other special rigors of farm use.



Plywood speeds prefabrication of many farm buildings. It's easy to "work" by conventional methods, too. Farm hand or professional carpenter can build with plywood; no special skills or special tools are needed.



Plywood farm structures are particularly resistant to racking stresses—of advantage in movable buildings. Plywood's panel characteristics give greater strength and rigidity—yet keep weight to a minimum.

# Douglas Fir Plywood

AMERICA'S BUSIEST BUILDING MATERIAL

# LUMBER OUTLOOK

**WITH CREDIT** conditions tightened on both new residential construction and repairs, a slowing down of building activity is already being felt in some areas while it may be the end of the year before it is felt generally throughout the nation. And it won't be felt then, should the Korean war be won by the Allies earlier.

However, the most reliable hopes of victory for South Korea appear to be about the first of 1951, and by then the winter letdown in home-building along with the completion of record-breaking summer starts may substantially break the 1950 boom. This prospect is what has prompted most retail dealers to buy and stockpile cautiously—along with the other alternative of the buying and building panic bringing about price controls that would probably be substantially under recent peak prices for lumber and other materials.

The National Lumber Manufacturers Association has figured that five billion board feet of lumber will be needed during the first six months of the defense expansion program for barracks, warehouses, and emergency structures. As the government lumber purchasers have not been stockpiling lumber, this would have to come from mill stocks and immediate output.

Government restraints on domestic construction activity in the vicinity of rejuvenated and expanding military establishments are expected to be greater to help control local use of available building materials.

**IN THE** 37 states east of the Rockies, residential construction awards during the first six months of this year were double those for 1949, according to an F. W. Dodge report. Such advances in building activity were responsible for the U. S. Departments of Commerce and Labor revising their estimates for new construction this year to nearly \$26 billion, with a \$10 billion outlay for 1,250,000 new dwelling units. However, the war and defense emergency is expected to make another estimate necessary.

**DEMAND** for lumber in properly

dried upper grades continues strong, with deliveries as much as two months behind from the West Coast. A freightcar shortage has been a handicap, but movement of supplies and materials from the East is expected to ease the situation as these cars are returned full of wood products and other materials. The government is allocating more steel so extra freight cars can be produced to meet the shipping demand.

So critical is the freight-car situation that the ICC on August 1 reinstated its wartime service rule on demurrage. Saturdays and Sundays again are included in computing demurrage charges on all freight cars whether under straight or average agreement after free time has expired. If free time has not expired, both days will continue as demurrage holidays as in the past. Prompt unloading of all cars and prompt pulling of empties will help avoid more drastic rules and demurrage rate increases.

**DOUGLAS FIR** and Western Pine sawmills set new lumber production records during the first half of the year—and still stocks are exceptionally low.

The possibility of construction curbs and the competition for available lumber supplies made the order barometers perk higher each successive week in July and on into August. The Southern Pine barometer for the week ending July 29 showed orders 45.23 per cent above production and 26.76 per cent ahead of shipments, while shipments were 14.57 per cent above production. Orders for the week were 43.97 per cent above the three-year average, whereas production was 0.87 per cent below.

**THE INDEX** of wholesale prices for building materials in June continued its upward climb, mostly due to lumber increases. The composite index price for building materials moved from 198.1 in May to 202.2 in June, compared with 191.4 in June last year.

The lumber price index in June shot to 322.7 from 310.8 in May, and from 280.7 in June '49. The lumber figure moved higher in July in most markets.

Asphalt roofing prices moved up early in August to join the inflation parade.

Certain materials are scarce in some markets, so much so that frantic builders are paying premium prices for their needs. Such materials include cement, plywood, doors, asbestos and gypsum products. In some instances dealers have found builders stockpiling beyond their immediate contracts, in fear of shortages and controls.

**DON CAMPBELL**, Kentucky lumber dealer and association leader, warned manufacturers courageously in a statement to Kentucky retailers last month.

"Something is radically wrong with an industry," he wrote, "when the price for a product of that industry is set by the highest bidder. Something is wrong when the last bid price is the offering price. Something is wrong when a one-time buyer can procure from the manufacturer raw materials at a cheaper price than regular established customers. Something is wrong when a product so essential is handled so carelessly by so many, with no regard for the present of the future position of their industry."

"Retailers are getting good and tired of taking the blame for soaring lumber prices over which they have no control. It's an open invitation for substitutes to come on the market and retailers are turning more and more to these substitutes. Every time something else is used successfully in the place of lumber, a market for lumber is lost."

## Conference on Wood Products Considered

The Southern Woodwork Association soon may call for a nation-wide conference of all trade associations in the lumber and woodworking industries to consider ways to improve and enlarge the market for lumber and wood products for all natural construction purposes.

The Woodwork Promotion Committee of SWA at a two-day meeting in Ponte Vedra, Fla., late last month prepared a letter to all members of the Southern Woodwork Association citing the need for industry-wide cooperation in the promotion of wood for construction purposes.

An SWA poll will determine whether the group will move for a congress on wood promotion.



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with a pedigree\*

\*Only when made with the  
finest limestone can finished  
cements have the superior quality  
that means top-grade performance.

There's no finer limestone  
in the South than the stone  
we use in Hermitage Cements.

**Hermitage Portland Cement Company •** AMERICAN TRUST BUILDING, NASHVILLE 3, TENN.



PORTLAND

HIGH EARLY STRENGTH

AIR ENTRAINING

MASONRY

AUGUST, 1950 . . . Tell our advertisers you saw it in SOUTHERN BUILDING SUPPLIES

# PRODUCT PARADE



## 121—Handy Peg Board

The B. B. Butler Manufacturing Company, Inc., 3432 North Avondale Avenue, Chicago 18, Ill., announces Peg Board, a new wallboard that is convenient for lining closet walls and doors, utility rooms, and parts of store walls for displaying merchandise.

Peg Board is a  $\frac{1}{4}$ -inch tempered Masonite panel with holes punched on one-inch centers. Hooks and fasteners that fit into the holes are used for hangers for tools, clothes, kitchen items, display racks, and for many similar uses.

A heavier,  $\frac{1}{2}$ -inch board is available for displaying heavier merchandise.

## 122—Shado-Tex Siding

The Flintkote Company, 30 Rockefeller Plaza, New York 20, N. Y., has added Shado-Tex to its broad line of insulated sidings.

Shado-Tex is made in either shake or shingle design, with a modern embossing that simulates natural grain- ing. The shadow line is accentuated.

Shado-Tex siding lowers fuel costs in winter and reduces maintenance expense.

sure air-tight installation. Ceiling tiles can easily be removed to provide access to the ceiling.



## 123—Acoustical Tile

The Midwest Acoustical and Supply Company, 1176 West 69th Street, Cleveland 2, Ohio, announces Alumi-Lock, a new system of attaching kerfed acoustical ceiling tile for air-tight ceilings without use of backing materials.

The Alumi-Lock parts include the I-runner, I-runner splicer, T reinforcement spline, flat spline, and L-molding. The 12-foot aluminum I-runner is tied or clipped in conventional fashion to carrying members 24 inches off center. Holes at one-inch intervals permit fast, accurate carrying member ties.

The acoustical tile is attached by placing the tile kerf shoulder on the lower  $\frac{5}{8}$ -inch flange of the I-runner. As adjoining tiles are placed, a flat spline is slid into the center kerf grooves, and a reinforcement T-spline is placed in the exposed tile kerfs. Flat splines for center tile kerfs as-

## 124—Double Insulation

Seal-Foil is a new insulating batt of Sealite mineral wool backed with pure aluminum foil. It is made in thicknesses of  $2\frac{1}{2}$  and  $1\frac{1}{2}$  inches.

The foil acts not only as a vapor barrier but as a means of stopping 95 per cent of heat transmission. The rockwool stops conduction and convection.

Full information about the new insulation and prices, said to be in line

## For Free Information—

We want more information on the following new products described in SOUTHERN BUILDING SUPPLIES. Please send us information on the numbered items checked below:

121	122	123	124	125
126	127	128	129	130
131	132	133	134	135
136	137	138	139	140
141	142	143	144	145
146	147	148	B305	B306
B307	B308	B309	B310	B311
B312	B313	B314	B315	B316
B317	B318	B319	B320	B321
B322	B323	B324	B325	B326
B327	B328	B329	B330	B331
B332	B333	B334	B335	B336
B337	B338	B339		

Clip this coupon and mail it today to:

SOUTHERN BUILDING SUPPLIES,

806 Peachtree St., N. E.

Atlanta 5, Ga.

NAME .....

POSITION .....

FIRM .....

MAIL ADDRESS .....

FOR OVER 40 YEARS  
**OCONEE** VITRIFIED CLAY SPECIALTIES  
 REFRACTORIES . . . BRICK

OCONEE Dealers—right here in the South — For Over 40 Years have been delivering miles and miles of OCONEE Clay Pipe — Fittings — Clay Specialties. Sturdy and salt-glazed for a lifetime of smoothness . . . Impervious to sewer gases, alkalies and industrial wastes.

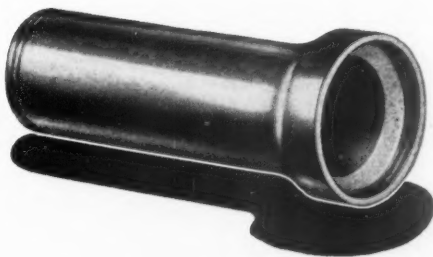


OCONEE Products are dealers' products. You have an "All-The-Way-With-Clay" source of supply when you handle OCONEE's FULL-LINE Clay Products.

Far sighted city officials and industrial engineers are specifying salt-glazed vitrified clay pipe again and again. Be prepared! STOCK OCONEE Clay Pipe. SELL OCONEE Clay Products. They last and last.

Consolidate Your Requirements — Order ALL of Your Vitrified Clay Products From OCONEE

CLAY PIPE FITTINGS  
 CLAY FLUE LINING  
 CLAY DRAIN TILE  
 CLAY BUILDING SPECIALTIES  
 FIRE BRICK—REFRACTORIES  
 ALL AVAILABLE IN MIXED  
 TRUCKLOAD AND CAR-  
 LOAD DELIVERIES.



*Vitrified*  
**CLAY  
 PIPE**

**OCONEE**

CLAY PRODUCTS COMPANY  
 MILLEDGEVILLE, GEORGIA

with other insulating batts, is available from the Sealrite Insulation Manufacturing Corporation, Waukesha, Wis.

## 125—Zonolite Display

The Zonolite Company, 8 South Dearborn St., Chicago 3, Ill., now makes available to dealers a wooden display for the insulating material.

The display holds product literature; space for prices of various bags;



samples of raw vermiculite ore and finished concrete and plaster aggregates; and vermiculite in loose fill form so that it can be felt by customers.

The back sign on the display stresses the theme, "Easiest Insulation to Install."

## 126—Rust Inhibitant

S. C. Johnson and Son, Inc., Racine, Wis., now makes a coating for aluminum, steel, brass, and other metals that is resistant to spray, high humidity, and other exposure hazards.

Tests showed that aluminum exposed to 300 hours in a 20-per-cent salt spray remained undamaged. The wax dries tack free in less than 10 minutes, according to the makers. It is applied by dip, brush, wipe, or spray methods. One gallon covers about 2,000 square feet.

## 127—Lumber Roller

Renco, Inc., 4372 W. Ogden Avenue, Chicago 23, Ill., is introducing a lumber roller, to fit into boxcar doors, that reduces lifting, carrying, and pushing of lumber during unloading. This ball-bearing equipped metal roller is 61 inches wide and fits into any six-foot boxcar door opening.

A metal guide that slides horizontally on the roller directs flow of lumber to a man on the outside of the car. The ends of the roller bite into the frame to insure a non-slipping grip. An adjustable screw-jack on one end of the roller raises or lowers the roller to any desired height.

# PRODUCTS IN BRIEF

For full details on these new products, return coupon on page 44

**B-305.** The New Bedford Cordage Company's **pre-measured rope** has red markings at 10-foot intervals to save time in making sales. The marked rope is offered without increase in price.

**B-306.** The new line of Seal Rite "color-tint" paints enables dealers to offer 30 shades of paint and yet stock a small quantity. The paint is sold in white only, with easily-mixed tubes of 30 tints.

**B-307.** A new Stanley No. 23 **roller catch** counter display holds a model of this interior door catch that prospective customers may handle and operate. An attached rack holds literature about the catch. The 9x4 1/4-inch display is 9 1/2 inches high.

**B-308.** The 34 1/2-inch high **Lo Boy refrigerator** is designed to line up with kitchen base cabinets in small kitchens. Occupying only a 24x26-inch floor space, it has a capacity of five cubic feet. The motor is suspended, instead of mounted, to reduce vibration and noise.

**B-309.** The Klauer "Circle K" **metal ceilings** are easily and quickly installed in stores, restaurants, warehouses, and other commercial structures. They are made in several patterns and with such accessories as cornices, fillers, and moldings. Working plans are furnished with each unit.

**B-310.** A coating only 3/8-inch thick of Acorn Thinnedbed white **waterproof tile cement** is said to effectively set tiles in most cases. It fills in any irregularities in the backing or tile thicknesses, and can be used on portland cement, tile, brick, masonry, plaster, wood, plywood, wallboard, and similar surfaces.

**B-311.** The door face of the K-D **receding-type garage door** is a part of the frame, making it stronger yet lighter in weight. Made with horizontal decorative lines, the door is made for 8x7- or 9x7-foot openings. Insulated doors are available for heated garages.

**B-312.** Presto **corner shields** are three-sided to cover corners of stairs, breakfast nooks, cupboards, drawers, and similar places where dirt accumulates. This type of shield is easily installed by placing one in a corner and pressing it with the thumb until the clamp catches in the woodwork.

**B-313.** The Gat-2 paint **spray gun** has a controllable nozzle for adjusting the spray pattern from one inch to over 12 inches wide. Its four-finger trigger reduces finger fatigue during long use. The user can control the paint pattern as far as six feet away.

**B-314.** The Gits Molding **plastic**

**numerals** for door and house numbers include luminous, red fluorescent, gold and silver finish, and black lucite models. The luminous numerals glow in the dark for several hours after being saturated with light. Four and one half inches high, they are packed separately in cellophane.

**B-315.** The Ducane-100 is an oil-fired, compact, **warm air conditioner**, said to deliver about 35,000 BTUs more than heaters of the same size. Its 100,000-BTU heat output makes it especially suitable for the ranch-type home, to which rooms may be added later.

**B-316.** Flamort is a colorless, odorless **fire-retardant solution** for treating wood by dipping or spraying. Treated surfaces can be painted or stained. The WC quality of Flamort is used on woods and paper products. Flamort WCC contains an anti-corrosion agent for use on wood in direct contact with meals. Flamort W is a special quality for precious woods and documents and records.

**B-317.** The Solon meter for **coin-operated washing machines** is said to be slug-proof and tamper-proof. It has an extra-large money box with a separate lock inside the meter, a timer to prevent extra use of the machine on the same coin, and a slug rejector.

**B-318.** Union **threadless pipe fittings** permit connection of black or galvanized pipe without threading. Use of pipe cutters, threading dies, and other special tools is eliminated in plumbing installations or repairs.

**B-319.** The Comple-D-Sposal **incinerator** has a refractory lining which is said to permit use of temperatures high enough to consume garbage in a fraction of the time usually required. Gas operated, the unit has an automatic safety pilot control, push-button control, and time control.

**B-320.** Two new colorful displays are now made for Westinghouse **ventilators**. One is a simulated, built-to-scale window with movable window sash, designed to show how Model 11PWV is easily installed in windows or snaps out for a table fan. The other is a wood display unit to show how easy the air-injector grill is to clean and snap on. It can be turned on to show both front and back of the fan in operation.

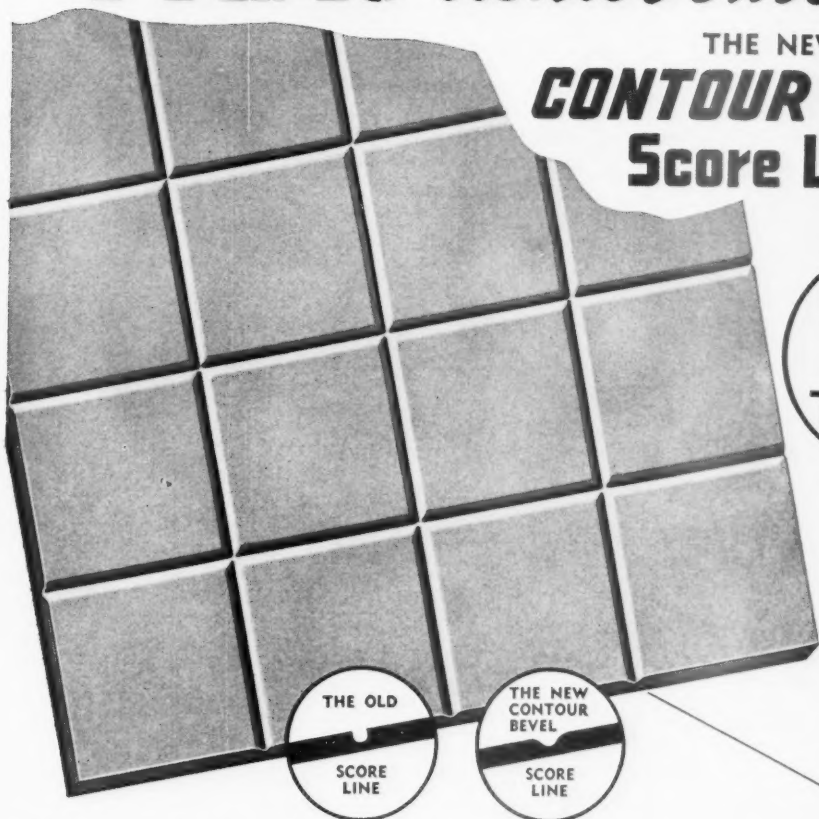
**B-321.** Roll-Eez plastic **roller drawer bearings** are screwed or nailed to wooden drawers to assure easy sliding. They consist of a roller mounted on a cadmium-plated steel pin and frame. Cutting is not necessary to install them in old drawers.

**B-322.** The "36" Yale **nightlatch** has been improved in appearance and redesigned in construction. Improvements in mechanism permit it to be retracted with the flick of the lever instead of with two hands.

**B-323.** The new McCormack-Hedl

# Another TYLAC Achievement

## THE NEW CONTOUR BEVEL Score Line



for  
GREATEST  
EYE APPEAL  
•  
GREATEST  
BUY APPEAL  
•  
LIFETIME  
PERMANENCE  
•  
EASIEST  
CLEANABILITY



### TODAY'S GREATEST SALES MAKER — the NEW TYLAC

Three years of research by TYLAC engineers has perfected a principle that is destined to become one of the most important developments in the progress of the pre-fabricated wall board industry. With the introduction of the New Contour Bevel Score Line Miracle Walls by TYLAC are today without a peer in the entire field. The former U shape score lines now have soft, rounded edges that afford even longer life to TYLAC'S Hi-baked Plastic Enamel surface — yet full bendability is retained. These rich, natural appearing score lines enhance TYLAC'S lasting beauty because Contour Bevel lines are soft, straight and sm-o-o-o-th. They do not accumulate dust, dirt or grease — cleaning is easier and quicker.

With this important "Sales Builder" feature the new Miracle Walls by TYLAC afford far greater Sales and greater Profits for Jobbers and Dealers everywhere.

Write us today for our new liberal Sales plan, our many advertising and Dealer Helps, Prices and Discounts

NOW!  
THE ULTIMATE  
IN  
BEAUTY  
PERMANENCE  
ECONOMY

**TYLAC COMPANY** MONTICELLO, ILLINOIS  
PIONEERS IN THE PREFABRICATED WALL PANEL INDUSTRY

odorless paint is said to prevent irritation to the eyes and unpleasant paint smells. Called O-Dor-Les, the washable paint is made in flat, semi-gloss, high gloss, wall primer-sealer, and enamel undercoat. The high-gloss white is said to be non-yellowing.

**B-324.** The Heinemann dual circuit control has two separate circuit-protective units in one 16-gauge corrosion-proofed steel enclosure. It has one set of magnetic breakers to disconnect all service equipment and another set that can be used as a separate system for control of water pumps, fire-fighting equipment, outdoor lighting, and other special circuits.

**B-325.** The new line of Breinig authentic wood finishes makes available modern light tones on all types of woods. A display panel showing 42 applications is provided for dealers.

**B-326.** The new, improved Sloane-Blabon linoleum paste is easier to spread, lighter in color, has a uniform consistency, and is scented with wintergreen. It comes in one-quart, and in one-, three-, five-, and 30-gallon containers.

**B-327.** The Westlock continuous-lip latch strike plate for door locks is said to eliminate difficult aligning of latch bolt and plate lip. The keeper hole for the latch bolt is larger to insure easy operation even if doors sag. The continuous lip has no corners or projections to catch on clothing.

**B-328.** A new six-foot-high illuminated display for Strand garage doors is available by advance arrangement for dealer's use in home shows, convention exhibits, or limited display on salesfloors. Advertising copy is emphasized by iridescent lights and a flasher light for one section.

**B-329.** The new insulating and splicing tape, based on Bakelite polyethylene resins, welds into a continuous elastic "skin" within a few minutes after application. It is said to stay flexible in severest weather conditions and is unaffected by temperatures ranging from 120 degrees above to 30 degrees below zero. It is made in clear and black forms.

**B-330.** The Ply Hole Cover is a simple metal disk, made with barbs, to cover plywood holes so that forms may be re-used. Made in three sizes—1¾, 2¼, and 2¾ inches in diameter—the cover is placed over the hole and driven flush with the plywood surface by one blow of a hammer on the magnetic setting tool.

**B-331.** Burkhard "Streamotife" cabinet pulls are made of solid die-cast metal, finished in chrome. The modern design is similar to lines of stratospheric rockets. The larger size is 3 inches long, 1½ inches wide, and projects 1¼ inches. The smaller is 2 inches long, 1 1/16 inches wide, and projects 1¼ inches.

**B-332.** Armstrong's ¼-inch Tem-board is now available in 4x3- and 4x4-foot sizes for use as an underlayment for linoleum, asphalt tile, and other resilient floor coverings. The back is planed to eliminate screen marks and insure uniform thickness.

**B-333.** The Patent Scaffolding Company's new aluminum sectional

ladder scaffolds can be assembled in various heights. They are made in spans of six, eight, and 10 feet. Light in weight, they are easily disassembled and moved.

**B-334.** Wilhold glue is said to be stainless, transparent, permanent, water resistant, and fast setting. Made of a pure vinyl plastic, Wilhold can also be diluted to make a finish for woodwork, wallpaper, furniture, and a stiffening for hat veiling, curtains, and doilies. It is said to hold towel bars and fixtures to glazed tile.

**B-335.** The new Speed Drill ½-inch-capacity drill weighs 8¾ pounds and delivers a full half horsepower at the drill point. Made with aluminum die castings throughout, the drill has an air cooling system with an oversize fan, and baffles and channels that clear away chips from the working surface.

**B-336.** Carey Mastic and Carey Semi-Mastic have been added to the Philip Carey line of dampproofing products. Carey Mastic is a heavily-fibrated asphalt compound for walls below grade, or used as a plaster-bond on interior surfaces of exterior masonry walls above grade. The Semi-Mastic asphalt compound resists dampness through porous masonry foundations and walls.

**B-337.** The improved Clearstream feeder, model C-S No. 3, used with Clearstream water stabilizer, is said to control iron in water. Safe for drinking, water treated with this Clearstream combination will not corrode or leave an iron deposit on items it touches. It works on a principle of retarding the separation of iron particles from water.

**B-338.** The type H Nolan boxcar door opener has a large positive locking safety hook to permit one-man operation. The end of the chain also has a safety hook, equipped with a latch, to prevent accidental release. It is said to open any boxcar door in 20 seconds or less, without risk of injury to the operator.

**B-339.** Superluxe, a new plastic toilet seat, is designed so that the bottom will remain fastened on for the life of the seat, according to the makers. Other features include beveled edges, "Hold Tight" hardware with concealed hinges, and cushion bumpers. The seat is guaranteed against peeling, chipping, and cracking.

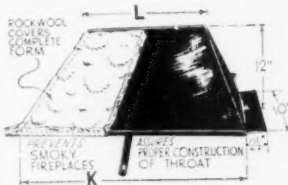
## 128—Plier-Type Caulker

The new "Can Do" caulking gun is operated like a pair of pliers rather than with trigger action. This new design eliminates cocking of the wrist. The feed rod extends under the arm to be out of the way when the plunger is extended.

Cartridge or bulk compounds of any consistency can be used in the gun. The gun is made in three sizes with 15-, 30-, and 45-cubic-inch capacity. A complete line of interchangeable nozzles is available.

For more information and samples, write the Western Reserve Manufacturing Company, 3726 East 93rd Street, Cleveland 5, Ohio.

**For full details on these New Products, fill in coupon on page 44 and mail to S\*B\*S!**



## 129—Fireplace Damper

The Superior Fireplace Company, 1708 East 15th Street, Los Angeles 21, Calif., announces a new fireplace form damper. With this damper, there are no forms to build, bricks to cut, or throat to plaster, so that labor costs are lessened.

Rockwool over the complete form and a detached lintel bar prevent smoky fireplaces, cracking of masonry, and breakage of metal. The damper is pivoted and swings backward to an open position to effect a perfect draft with no smoke troubles. All parts are made of heavy plate steel.



## 130—New Gypsum Board

Firestop Bestwall is a new gypsum wallboard with greater fire resistance, designed to meet the strictest building codes.

Tests made by Underwriters Laboratories showed that a single layer of ½-inch Firestop Bestwall has a one-hour fire-resistance rating. A ½-inch thickness has a 45-minute rating. The fire-resistance of this strong, rigid building board is increased by the addition of certain incombustible ingredients to the gypsum core.

Firestop Bestwall is made by the Certain-Teed Products Corporation, 120 E. Lancaster Avenue, Ardmore, Pennsylvania.

## 131—Glass Block

The Insulux light-directing glass block, No. 363, transmits more daylight and diffuses it more evenly throughout the room. A major por-



## The Greatest Name in Quality Farm Roofing Offers an EXTRA PROFIT PROGRAM FOR DEALERS

Alcoa Roofing Sheet dealers are profiting right now from the extra sales that come with continuous demand for Alcoa products—made by Aluminum Company of America—the greatest name in aluminum. They get constant sales help, right in their own sales areas.

Alcoa's continuous advertising program to farmers and agricultural leaders goes into every corner of the country. The thousands of inquiries—names of valuable prospects—received as a result of this advertising go to Alcoa dealers. One dealer recently told us that he had turned every one of these prospects into a sale. A 100% success story.

More than this, Alcoa also supplies free material to help dealers back up Alcoa's powerful

advertising with local advertising that brings in customers, again and again.

Find out how you can share in this extra profit program. Mail the coupon today.

**FIND OUT HOW YOU CAN BE THE  
ALCOA DEALER IN YOUR CITY**  
*Mail Coupon Today!*

Aluminum Company of America  
1442H Gulf Building  
Pittsburgh 19, Pennsylvania

Gentlemen:  
Please rush me information on how I can make extra profits selling Alcoa Aluminum Roofing.

Name \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_

# ALCOA

ALUMINUM  
ROOFING SHEET



tion of the light is directed toward the ceiling from where it is reflected downward.

This block is especially suitable for letting in light during unfavorable weather, although it cuts down surface glare. The "azimuth-correcting" ribs on the outside accept more light when the sun is at an angle normally considered unfavorable for adequate lighting. For use below eye-level, a companion block, No. 365, is used to direct light uniformly.

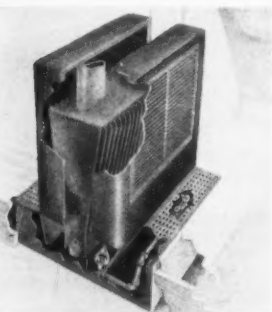
Complete details of arrangements of various glass blocks are available from the Insulux Division, American Structural Products Company, Toledo 1, Ohio.



### 132—Combination Heat

Requiring only 10 inches of floor depth, the Radivector heater combines the advantages of a floor furnace, dual furnace, and wall heater. It is approved for second-story installation by the American Gas Association. Since all connecting and servicing are done above the floor, it can be used in concrete slab construction.

The Radivector has a unique shaping and placement of the upward sloping ribbed heating element, with return-air grilles in the floor to provide both radiated and convected heat. This vented gas heater is made in four sizes, with



25,000-, 35,000-, 45,000-, and 60,000-BTU input.

Further details are available from the Radivector Corporation, 5333 San Fernando Road West, Los Angeles 39, Calif.



### 133—Plankweld Panels

The United States Plywood Corporation, New York 18, N. Y., announces Plankweld, a new interior wall paneling made of Weldwood plywood. The attractive natural wood finish panels are 16 1/4 inches wide. They can be easily applied over old or new walls or bare studs.

After the first Plankweld panel is put into place, metal clips with holes for nails are placed at 16-inch intervals and nailed to the wall or studs. Subsequent panels are fitted into the groove of the adjacent panel. They



are 96 inches tall—and fit between ceiling and baseboard in many homes. Where greater height is needed, decorative border designs are possible.



### 134—Damp Proofers

Two new coatings for making masonry walls resistant to dampness come ready to use and can be easily applied by brush or compressed-air spray methods.

Carey Plasterbond is a non-fibered liquid asphalt compound, free of coal tar, used for the interior of exterior masonry walls above the ground. After 24 hours the elastic film is ready for plastering.

Carey Foundation Coating is used for underground walls or as a stone-backing on unexposed surfaces of cut stone set in concrete. It is made of pure asphalt, combined with solvents and resins.

A. I. A. specifications and other information are sent on request by the Philip Carey Manufacturing Company, Cincinnati 15, Ohio.



### 135—Hardware Display

The Adams-Rite Manufacturing Company, 540 W. Chevy Chase Drive, Glendale 4, Calif., offers to dealers a free display board for builders' hardware items.

Lacquered in ivory with red, black, and gold trim, the 16-by-24-inch display holds flush and edge pulls, ball latches, surface and slide bolts, and jamb bolts.



### 136—Multi Push Drill

The North Brothers Manufacturing Company, Philadelphia, Pa., offers a new "Yankee" push drill with eight drill points in the magazine handle. This model No. 45 is designed for drilling small holes in wood or plastics.



The drill points are individually stored in the plastic and aluminum handle. Sizes range from 1/16 to 11/64 of an inch. Over-all length with drill point in the chuck is 10 1/4 inches.

### 137—Pigmented Sealer

A new Devco pigmented wall primer-sealer has been designed especially for painting dry-wall construction in one coat. It is said to eliminate the problem of paint's soaking unevenly into the porous material, causing a spotty surface.

This Devco product is also said to permit use of deep-tone flat colors without cloudiness or the appearance of patched joints. It is suitable for unpainted plaster, brick, cement, and similar porous surfaces.

Further details are available from the Devco and Reynolds Company, Inc., 44th Street and First Avenue, New York 17, N. Y.



### 138—Metal Saw Horse

The Handi-Horse is an all-steel adjustable saw horse. It serves a variety of purposes, ranging from common carpentry uses to scaffolding for workers and teeter-totter support for children. Its rubber feet prevent scratching of floors. The top channel has holes for bolting to lumber in various positions.

The Handi-Horse is made in three sizes. The 24-inch-long model adjusts from 18 to 31 inches in height; a 36-inch model, from 24 to 44 inches; another 36-inch model, from 36 to 65 inches.

More information about the Handi-Horse and a teeter-totter attachment are obtainable from the Broadway Manufacturing Company, P. O. Box 252, Waukesha, Wis.



### 139—Underlayment

The Masonite Corporation, 221 North LaSalle Street, Chicago 1, Ill., has introduced Masonite Underlayment for use under all types of floor coverings. Smooth and grainless, each panel is of uniform thickness to prevent ridges where panels meet.

This low-cost underlayment can be applied over rough sub-flooring. It can be put over old floors to eliminate unevenness.



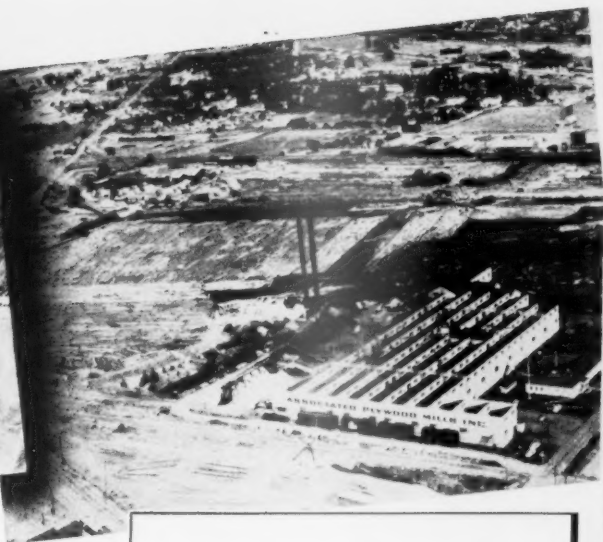
### 140—Tile Cutter Rentals

To help dealers increase sales of resilient floor tile, the J. M. J. Products Company has inaugurated a tile-





Above: Associated Plywood Mill, Willamina, Oregon  
Right: Associated Plywood Mill, Eugene, Oregon



## ...from Oregon's finest Douglas fir

**P**lywood is known as the "miracle" wood. How it gets that way at Associated Plywood plants is no miracle at all, but rather a combination of outstanding natural and man-made circumstances.

The rich, rain forests of Oregon yield the fine Douglas fir that comes to Associated mills. These mills are among the largest and most modern in the plywood industry, with a number of manufacturing "firsts" to their credit.

And in these mills work more than 900 skilled craftsmen—men who have had years of training and experience.

The plywood they produce (both exterior and interior panels) is grademarked and trademarked—a double guarantee of product quality and user satisfaction.

APMI trademarked plywood is available in the nation's major building and distribution areas, in stock sizes for most efficient use. Your inquiries are welcomed at Associated mills, or at any of the listed warehouses.

Panels up to 60" in width  
and up to 144" in length.

## 2 MILLS WITH BUT A SINGLE PURPOSE...

*quality plywood*

### APMI SALES WAREHOUSES

Eugene and Willamina, Oregon  
San Francisco, 925 Toland St., 24  
Dallas, 4814 Bengal St., 9  
St. Louis, 4268 Utah St., 16

### OTHER SALES WAREHOUSES

BESSONETTE & ECKSTROM  
LOS ANGELES 11, CALIFORNIA  
PACIFIC MUTUAL DOOR CO.  
TACOMA 2, WASHINGTON  
BALTIMORE 31, MARYLAND  
GARWOOD, NEW JERSEY  
KANSAS CITY 3, KANSAS  
ST. PAUL 4, MINNESOTA



# ASSOCIATED PLYWOOD MILLS, INC.

**GENERAL OFFICES: EUGENE, OREGON**

Plywood plants at Eugene and Willamina, Oregon ✦ Lumber mill at Roseburg, Oregon

cutter rental service. Initial tests prove the service increases tile sales, helps close sales, and gives the dealer a profit on use of the cutter.

The machine is simple enough for use by unskilled home-owners.

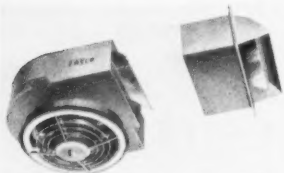
Complete details of the service are available from the J. M. J. Products Company, Belleville, Ill.



### 141—Kitchen Vent

The Fasco 10-inch Ceil-N-Wall kitchen ventilator completely changes the air in an average-size kitchen every three minutes, using less current than a 50-watt light.

Installed for one- or three-speed operation, it quietly delivers 550 CFM without causing radio static. Blade housing is only 3 1/4 inches wide, and duct connections are standard 3 1/2 x 10-inch furnace ducts.

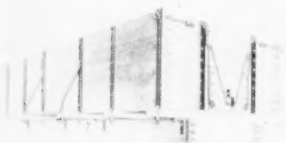


Made of rust-proof aluminum, the ventilator is also suitable for bathrooms, laundries, and recreation rooms.

The ventilator is made by Fasco Industries, Inc., Rochester, N. Y.

### 142—Wagon Hardware

The Rocklin Manufacturing Company, Grand Avenue at Jennings, Sioux City 7, Iowa, announces a kit containing every steel part necessary for constructing wooden wagon boxes.



The kits provide materials for either the flare or straight-side types, and various sizes. They are designed so that any farmer or rancher familiar with simple carpentry can construct his own complete wagon box. Directions are included in each kit.



### 143—Shakes Display

A new display for pre-stained Olympic Perfect-Fit shakes and Olympic Texteroid siding enables customers not only to handle the materials but to get the effects of the eight colors from a house-shaped opening in cardboard containers. The



display includes both interior and exterior sidings.

Made of heavy cardboard, the display is printed in neutral gray and wine to show off the colors of the samples. It is suitable for either counter or window.

For further information, write the Olympic Stained Products Company, 1118 Leary Way, Seattle 7, Wash.



### 144—Aluminum Screens

Wilson aluminum screens, said to cost less than most such screens, are designed for all standard size casements.

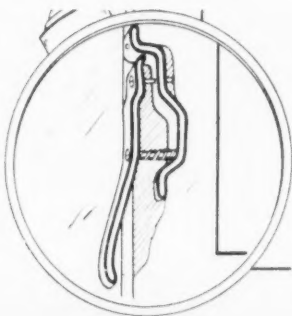
These screens are precision-made with .032-gauge tubular aluminum frames, plastic spline, and aluminum wire. They are designed to "last a lifetime" without maintenance. Special interlocking corners reinforce frames and insure rigidity.

Dealers and distributors are now being appointed by the manufacturer, the Metal Window Service Company, 4601 W. 47th Street, Chicago, Ill.



### 145—Window Balancer

Kwik-Out, a new window balancer, permits easy removal of windows without disturbing trim or parting stop. The window can be quickly replaced by pressing the Kwik-Out against the jamb.



Kwik-Out is said to eliminate rattle and sticking windows and to require no maintenance. It can be installed in either new or old windows. Consisting of a metal shoe which presses against the jamb, Kwik-Out is secured to the sash by a plate with a high-tension spring, adjustable for various sizes of sash.

Four sets of Kwik-Outs are packed to a box. They are made by the RCS Tool Sales Corporation, Joliet, Ill.



### 146—Lock Promotions

A series of five successive "packaged promotions" of Yale shelf hardware has been planned to aid retailers. The series includes promotions for screen and storm doors, nightlatches, cabinet locks, padlocks, and door closers.

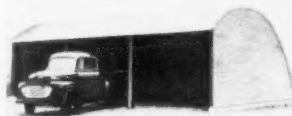
Consumer and trade-paper advertisements and point-of-sale displays will aid the retailer.

Complete information is available from the Yale and Towne Manufacturing Company, Stamford, Conn.



### 147—Utility Buildings

A new addition to the Quonset line is a low-cost steel utility building with one straight side, popular for



farm and commercial uses. It provides a strong, fire-proof, inexpensive building without sacrificing space.

The Quonset 24 Special model is 24 feet wide. Length is determined by the number of 12-foot lengths put together.

These quickly assembled units are made by the Great Lakes Steel Corporation, Stran-Steel Division, Ecorse, Detroit 29, Mich.



### 148—Trim Display Rack

The new all-metal floor display for Chromtrim metal moldings has 14 separate compartments. Each holds 120 feet of molding in six-foot lengths.

A wire supporting rack prevents stock from fanning. More information about this Chromtrim display can be obtained from R. D. Werner, 295 Fifth Ave., New York 16, N. Y.



# Save Time... Cut Costs

with B&T's Complete line of

## CHROMEDGE

T.M. REG. U.S. PAT. OFF.

### Tap-N-Rol\*

Metal Trims



No matter what kind of covering materials you use on sink tops, you'll find it a lot easier and faster to get a job that *stays* neat and water-tight, with all edges permanently anchored, when you use Chromedge Tap-N-Rol mouldings. For one thing, you get away from having to scribe and cut coverings to hairline accuracy. It's *easy* to tap the lip of the trims down firmly over edges of the covering, forming a *deep* lip recess that gets a firm grip on the material. In addition, special grooves trap waterproof cement where it does the most good, forming a moisture seal that *can't be beat!* You avoid call-backs—and make more profit!

In the Chromedge "735" series, one-piece welded sink frames are available in all sizes, for all coverings up to 5/32". For matching effects on sink-top counter edges, use Tap-N-Rol



nosings. Tap-N-Rol Nosings are also available in preformed frames, or can be formed on the job for either round- or square-cornered frames, by cutting or notching the flanges as required.

**The B & T Metals Co.**  
Columbus 16, Ohio

\*Manufactured under U.S. Patents Nos. 128,793 and 2,258,314. Other patents applied for.

735-TXD  
 .030" to 1/16" plastic laminates

WATERPROOFING TRAPS  
 735-TX-WB  
 For material from 1/8" to 5/32" thick.

735-TXB  
 For heavy and light standard — also 1/8" material

123-TX-WB      23-TX-WB      123-TXB      23-TXB

13/16"      1-1/16"      13/16"      1-1/16"

For 3/32" to 5/32" materials      For 1/16" to 3/32" materials

## CREDIT SELLING

(From page 26)

has had a tremendous influence on our national economy. Many a business has literally ridden the crest of the wave of installment buying, but many an overly optimistic merchant has been dragged under by the treacherous undertow. Making a credit sale does not benefit a business unless collection of the account is made. In many cases collections are not easily made, for statistics show that approximately one quarter of all families are living beyond their means. . . .

"There are some obvious reasons why the coal industry has been slow to adopt installment selling. . . . But today we are squarely up against it. Because of the high price of coal and the widespread use of installment buying, the dealer who does not offer some kind of budget plan is going to lose out. For people building new homes or replacing heating equipment might well change to a fuel sold in smaller quantities and billed monthly or there is a strong likelihood that the customer will change to another coal dealer who offers some plan for easier payment.

"And even if your customer sticks with you, you can't win, for if you do not offer a budget plan many will be forced to budget for themselves by placing small orders as it becomes necessary, thus increasing your delivery problem as well as cost of delivery.

"We need not look at this situation from the negative viewpoint, however, for there are definite advantages to selling coal on credit. We have said that it enables the dealer to hold customers who might otherwise be lost to competing fuels or coal competitors offering credit. Now that money is no longer flowing freely as in war years, offering credit will widen the horizon of potential new customers and speed up sales more than any amount of sales talk. Also, we all know that now money is harder to come by and less quickly spent, it takes some real promotional work to obtain summer sales.

"The most effective promotional work you can do is to put across a good budget plan. Accomplishing this means your trucks and yard equipment are kept busy during the otherwise slow months. By not being forced to lay off help during these months you can keep higher type and more experienced employees. A small dealer definitely benefits by making summer sales on a budget plan financed through a bank, as this gives him the additional capital to work with. Credit selling cuts sales cost as the customer is sold a year's supply at one time. This means also easier and better scheduling of deliveries.

"Almost every dealer on a cash basis has been forced to offer an attractive discount as an inducement to his customers. Credit selling would prevent the losing of the amount of the discount. All in all, any retail dealer will find that in many ways it pays him to offer credit.

"Having decided that credit selling would benefit your company, the next step is to convince the customers that credit buying would benefit them. This should not be difficult to do. It enables the customer to save money by filling his bin at summer prices. It saves trouble by assuring him of a year's supply to be delivered in large amounts at convenient times. Obviously spreading the payments makes it easier to pay for, and, if he is not in the habit of doing installment buying, this gives him a chance to establish a good credit reputation.

"Undoubtedly your customers will react favorably to your offering a budget plan and the only possible disadvantage to you, the dealer, would be a failure to make collections. This can be prevented by setting up your budget plan carefully, extending credit wisely, and following up closely.

"Budget plans fall into two general categories—institutional and personal. Institutional obviously means that the financing is done through a bank or loan agency. This is ideal for the dealer as he gets paid in full immediately for the loan. In some cases the customer may be asked to deal personally with the bank or loan agency but an arrangement concerning this should be worked out in advance by the dealer. Above all he should not allow his customer to fall into the hands of a disreputable loan agency as this could seriously damage the reputation of his company.

"The other large classification of budget plans is called personal. This means that the whole transaction is carried out by the company itself and should be attempted only by companies which are financially strong and have personnel experienced in granting and handling credits. As I see it the only advantage to this system is that it maintains direct contact with the customers. It is a good thing where the customer objects to institutional financing or where the agency objects to the credit of the customer.

"If there is any question of the credit being good the dealer can protect himself by not delivering coal in advance of sufficient payments to cover it. Also he should not stick his neck out by stating any fixed price in advance of delivery. His contract should clearly state that any rise or fall in the price of coal will be adjusted in the final payment.

"The really important thing about your budget plan, however, is not what system you use but how the thing is handled. The best thought-out plan is no good to you if it doesn't mean money in your cash register. Anyone can extend credit but the most important thing is how to make 'em pay. In line with the



"There's no use stayin' mad, neighbor! We'll be living here for 30 years, paying off that easy mortgage."

old adage that an ounce of prevention is worth a pound of cure, your best assurance of making collections is to have extended credit wisely. This means make sure your credit customers are good credit risks, and that they have, and understand, a definite contract with you.

"In speaking of a good credit risk, we mean the man with a reputation for paying his bills rather than the man with a comfortable financial background and no such reputation. Don't be taken in by a customer's appearance or the section of town he may live in. Get a credit report on each new credit customer. It is also wise to get such a report on customers who have not bought from you in some time or who used to be cash buyers.

"Generally speaking, the important points to consider in granting credit are: this credit report and any other information you may have on his integrity and dependability; his salary and whether or not his work is year 'round; and his general financial condition.

"Some potential customers who should be considered very carefully and in most cases refused are: (1) those with a bad credit report; (2) those whose credit is already overloaded even if not delinquent; (3) those requesting credit deliveries to rental property; and (4) those buying homes on contract with a low income. By weeding out these unpromising risks at the start your credit worries will be greatly reduced. And you will undoubtedly agree that it is better to lose an order now and then than to have bad accounts accumulate.

"But no matter how carefully you select your credit customers you will find yourself faced with the problem of what to do about those who are slow in paying. Let me say first of all, do something. Most of those owing you are also doing installment buying elsewhere. Don't let them get the idea that you are a good guy to pay last. Don't let slow payments become a habit.

"However, this business of collections is a thing which must be

handled tactfully and intelligently. Naturally, your main thought at the moment is to collect that amount that is due you. But you should remember that, except in cases where the account is persistently delinquent or never paid in full, you want this same customer's future business and certainly you wish to keep his respect for your firm.

"The best policy seems to be to follow up slow accounts immediately rather than to wait until they are seriously delinquent. Most offices like to keep on hand a standard series of follow-up letters. These can be carefully worded to make the customer feel they are a businesslike reminder and cast no reflection upon his honesty or financial condition. You can be insistent but at the same time infer that the customer has some way overlooked this bill but you are sure he intends to pay it.

"Each follow-up letter should be increasingly firm, but do not resort to threats that you do not intend to carry out. Don't give them a laugh by saying you will repossess coal that has very likely already been burned. Don't threaten legal action unless your company actually uses this method. You can, of course, point out that you will find it necessary to report his poor credit standing to the coal association or whatever credit agency your town has—and for the sake of your fellow dealers, please do so.

"Don't blame it on budget plans in general if you end up with a few

## Group Insurance Policy Protects Employees of Large Carolina Yard

UNDER A NEW cooperative group insurance policy underwritten by the Aetna Life Insurance Company, employees of the Columbia Lumber and Manufacturing Company in Columbia, S. C., now are protected by group life insurance, sickness and accident insurance, and hospitalization insurance.

The insurance went into effect May 5, with more than 96 per cent of the materials firm's 130 employees — from President William L. Otis right on down through the ranks—participating on a divide-the-cost basis.

Depending upon their earnings, which determine their life insurance and disability benefits, employees pay from 38 to 81 cents a

week contribution toward the group policy premium. The company pays the difference.

After having covered his employees with a group policy of disability insurance since 1936 entirely at the company expense, Otis decided that the personnel would appreciate group protection more if they shared the cost—particularly for the comprehensive coverage under the new combination insurance plan.

The old limited policy paid the employees indemnity at the rate of \$15 per week for 13 weeks while disabled and prevented from working as a result of a non-occupational accident or disease from which benefits were not payable under the Workmen's Compensation Law.

The new Aetna policy for the Columbia firm provides daily hospital benefits of \$6, maximum reimbursement for special hospital fees of \$60, and maximum surgical fees of \$150, for all employees.

Employees earning less than \$30 a week have \$1,000 life and \$10

sour accounts. You granted the credit; it is your fault if you bet on the wrong horse. Or else you just waited patiently until the situation got out of hand. For if you extend credit wisely and follow-up carefully you should find yourself with a back-log of steady customers."

*Att:* **WINDOW DEALERS...**



5300 N. W. 37th AVE., MIAMI, FLA.  
**TERRITORIES NOW OPEN!**

**HERE IS THE  
ALUMINUM CASEMENT WINDOW...**

**YOU'VE BEEN LOOKING FOR**

- **A SUPERIOR PRODUCT... YET COMPETITIVELY PRICED WITH REGULAR ALUMINUM CASEMENTS**

- ◀ **TUBULAR VENTS**
- ◀ **HEAVY EXTRUDED SECTIONS**
- ◀ **FLASH WELDED**
- ◀ **TRUSSED OFFSET HINGES**
- ◀ **ETCHED TO A SILVER FINISH**

**A NATIONAL  
BEST SELLER**

DATE \_\_\_\_\_  
SUPERIOR WINDOW COMPANY  
5300 N. W. 37th AVE., MIAMI, FLORIDA

Please send descriptive literature  
to... \_\_\_\_\_

**CUT  
OUT  
and  
attach  
to your  
LETTERHEAD**

weekly sickness and accident benefit, and pay 38 cents a week on the total insurance cost.

Employees earning from \$30 to \$50 a week have \$1,500 life insurance and \$15 weekly sickness and accident benefit. They pay 50 cents a week on the insurance cost.

Employees earning \$50 or more a week have \$2,500 life insurance and \$30 weekly sickness and accident benefit. They pay 81 cents a week on the insurance cost.

In his foreword to the printed booklet that completely introduced the cooperative insurance plan to the personnel of the Columbia Lumber and Manufacturing Company, President Otis said:

"We believe that all our employees realize the value of protecting themselves with adequate insurance. . . . This plan has been adopted after careful study and discussion. It has our complete endorsement and we are very glad indeed to make this contribution towards your welfare and happiness."

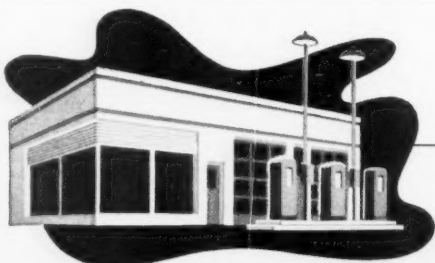
Within 30 days after the plan was presented to the 130 employees, more than 96 per cent had signed up!

The firm's portion of the group



Among the 100-plus employees of the Columbia (S. C.) Lumber and Manufacturing Company who were glad to receive certificates setting forth the multiple insurance protection they now enjoy through a company contract with the Aetna Life Insurance Company was M. M. Simon, Jr. The assistant foreman of the firm's cabinet shop, Simon is seen at left, above, receiving his insurance certificate from J. B. Leek, vice-president and general superintendent of the Columbia millwork and materials company. The group policy affords life insurance, disability, hospitalization, and medical benefits. Employees and employer share the insurance cost.

insurance premium is a substantial expense. But Otis is confident that the "peace of mind" which the new benefits afford the em-



extra white

Your customers will appreciate Trinity, the whitest white cement. Gives uniformly excellent results. Widely advertised to architects and users for years. Used in volume in architectural concrete units, terrazzo, stucco, paint, etc. Other uses include light reflecting floors, ornamental work, tile setting, etc. Trinity meets Federal and ASTM specifications. Carry it in stock. Trinity Division, General Portland Cement Co., 111 W. Monroe St., Chicago; Republic Bank Bldg., Dallas; 816 W. 5th St., Los Angeles.

TRINITY WHITE is a true Portland Cement

## TRINITY WHITE Portland Cement



as white as snow

# HOW *Trimedge* REG. U. S. PAT. OFF. HELPS BEAUTIFY MODERN KITCHENS



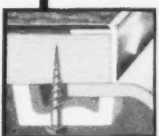
**A-618**  
Pat. Applied For  
NEW T-TYPE  
FRAME



**A-616**  
Pat. Applied For  
CLAMP-DOWN  
TYPE



**A-614 T.L.S.**  
**A-614 S.H.W.B.**  
TAP-DOWN  
TYPE



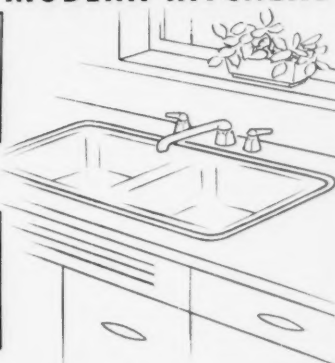
**A-520 S.H.**  
UNDERSLUNG  
FLUSH TYPE



**A-316**  
APPLIED-AFTER  
TYPE



**A-115 S.H.**  
UNDERSLUNG  
FLUSH TYPE



## *Trimedge* ALUMINUM PRE-FORMED SINK FRAMES

There's a definite place for Trimedge in today's glamorous kitchens! Trimedge sink frames, pre-formed of extruded aluminum, give longer lasting beauty to sink-well installations. They're decorative, practical, permanent, economical and *easy to install*. Six types shown.

See your local Trimedge distributor, or write for Sink Frame Folder today.

**TRIMEDGE, INC.**  
4021 MAHONING AVENUE  
YOUNGSTOWN 1, OHIO

## Save with Individual\* VIKON METAL TILES buy only the number you need!



Here is the metal tile that is easily installed on existing walls or ceilings without expensive alterations or disconnection of fixtures. On new construction VIKON TILE permits economically erected walls or wall boards to be used as a satisfactory base. Can be applied over any smooth surface. Recommend *Individual* Vikon Metal Tiles, your guarantee of client satisfaction.

- 27 fade-resistant decorator colors and stainless steel
- will not warp, crack or craze
- resists heat and household chemicals
- fire-resistant, waterproof, seals out insects
- particularly adaptable to remodeling

\*"The Original Individual Metal Tile" Established 1926.  
See our catalog in Sweet's Files

STEEL · ALUMINUM · STAINLESS STEEL

**VIKON TILE**  
BEAUTY · ECONOMY DURABILITY  
COLOR  
ECONOMY  
METAL

MAIL THIS COUPON TODAY

**VIKON TILE CORPORATION**

Washington, New Jersey

Dept. 4r

Please send me, without obligation or cost, a full-color descriptive brochure and sample of Vikon Metal Tile. I am interested in tile for:

My home ☐ As a dealer ☐ As a contractor ☐

NAME

Please Print

ADDRESS

CITY

ZONE

STATE

employees will enhance their efficiency and harmony, and satisfaction in the employ of the company. Their average service record now is exceptionally long—eight years.

The best thing about the new insurance program, Otis thinks, is that dozens of employees now have life insurance who otherwise would not be insured, because their physical condition or budgeting procedure would not permit it.

When an employee's employment is terminated, the group policy permits the life insurance to re-

main in force 31 days. During that time such a person is permitted to convert his group coverage by Aetna to individual life coverage.

The other insurance benefits terminate with employment, but may be carried on by regular payments during temporary lay-offs.

## SMALL HOMES

(From page 22)

the matter of building these small homes. He does not like to build on

the GI little-or-no-money-down basis.

(EDITOR'S NOTE: This was Cassidy's position on mortgage down-payments before the recent federal orders increasing home-owners' initial equity as an anti-inflationary measure.)

"I almost insist that the purchaser have his own lot and \$500 to put into the deal," he explains. "Anyone with some of his own money in a house and his own lot is a much better risk. But anyone with little, if any, of his own capital involved is likely to take the viewpoint that he is merely paying rent, and can back out of the contract when he chooses."

Because of the prevalence of Latin-American prospects, Cassidy homes have been given appropriate names.

At \$4,750, "Casa San Pedro" is designed and built ready to move into with completely-finished interior, bathroom and kitchen plumbing, fixtures, water heater, bathroom wall heater, linoleum, kitchen cabinets, and closets.

"Casa 660" is so named because it contains 660 square feet. At \$2,695, it has two bedrooms, dining room, kitchen, and bath, but without inside paint or appliances.

A third, "Casa Chiquita," has one bedroom, with Textone walls and wiring. It sells for \$595 and is extremely adaptable as a seldom-used shelter at fishing, hunting, or week-end recreational sites.

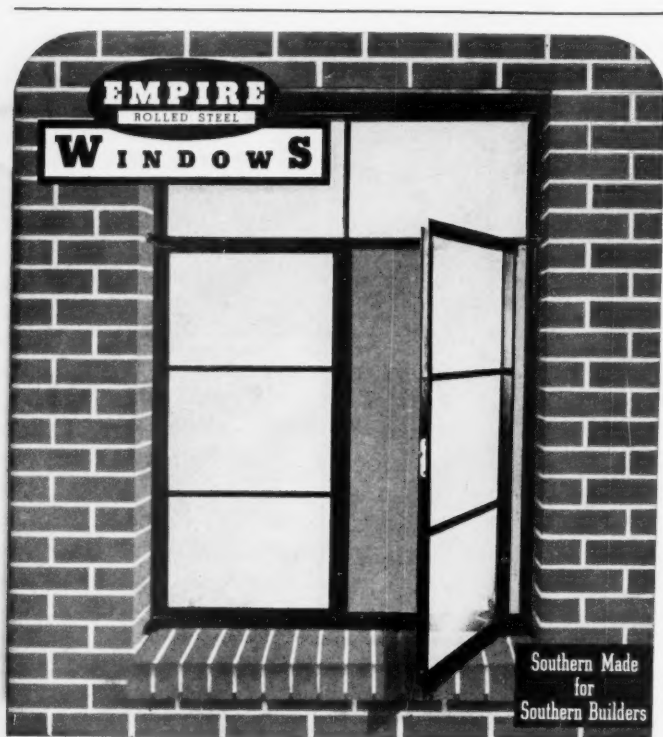
## STORE FIXTURES

(From page 24)

When the war started, material and labor restrictions made it necessary to close Hendry's mill. But soon federal agents came around with government contracts to build sectional barracks, tool chests, and—later—plywood boats. So Hendry built "oodles of them."

Return to residential millwork after the war seemed a slow and small-profit activity. Therefore, the Hendry brothers eyed the custom display-fixture field and decided it is "never too late to learn and never too early to begin."

They and Tom Reid, who was millwork superintendent at that time, made an intensive study of the manufacture of store fixtures, and of what appeared to them to be collaterally as important and profitable—a packaged job of eye-ap-



## A Complete Line of Finer Windows

The Empire Line of Steel Windows offers opportunities to dealers to handle a steel window product which is rapidly growing in favor with Southern users. This line of windows, properly engineered, accurately and sturdily built, is bonderized to produce a better window, yet sells at competitive prices.

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Windows • Security Windows

# DECATUR IRON & STEEL CO.

Decatur



Alabama

Serving Southern Builders for Over 60 Years

# Invizie says:

*"From Coast to Coast I'm First Choice In All Double Hung Windows"*



Preferred by home owners and home builders because he is always at your service — never in your sight, "Invizie" (Grand Rapids Invisible Sash Balance) is America's No. 1 choice in Sash Balances. Completely concealed in the sash . . . with no cables, tapes or exposed tubes, this ingenious spiral balance gives you ease of control in opening and closing double hung windows of every type. Their exceptionally low complete-installation cost makes them ideal for use in both new and remodeled buildings.



- ← **BALANCE 100%**  
concealed in the sash . . . no tapes . . . no cables.
- ← **EASY TO INSTALL**  
. . . just drive in two fasteners . . . screw in one screw.
- ← **10 SIZES FIT 95%**  
of all new and old windows . . . completely interchangeable.

**Special Field Engineering Service  
FREE**

**To Unit Window Manufacturers**

Our competent staff of factory and field engineers are at your service. Call on them today to help you plan an efficient, streamlined production set-up for the low cost installation of Invisible Sash Balances in complete double hung window units of every type.



No. 103 face plate, cone bearing type, and Nos. 175, 109, 110 sawtooth drive type sash pulleys cover 95% of all sash pulley requirements.

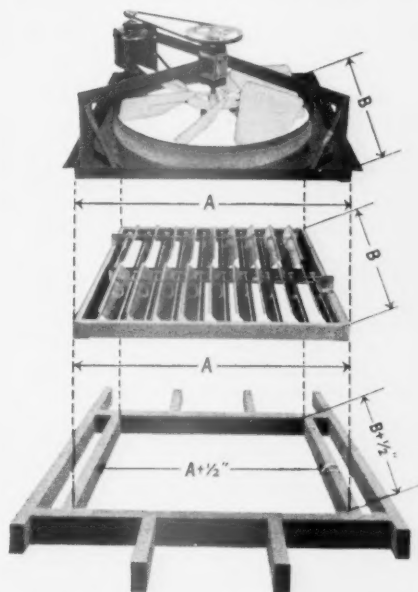
**GRAND RAPIDS HARDWARE COMPANY**  
GRAND RAPIDS 2, MICHIGAN

Quality leaders in Sash Hardware for over 50 Years

**WRITE**

for illustrated Specifications and Instructions

## The Reed Vertical Air Discharge Attic Fan



**Requires An Attic Clearance of ONLY 13<sup>3</sup>/<sub>8</sub>"**



INSTALLATION DATA		
MODEL	FAN	SHUTTER
RVU-24	32"	32"
RVU-30	36"	36"
RVU-36	42"	42"
RVU-42	48"	48"

**CASH** in on the increasing demands of thousands of home owners for the new, popular "lay down" Reed Attic Fan. Depend upon a Reed for low cost of installation, quietness, powerful air delivery and trouble-free service.

Write for Free, Completely Illustrated Catalog



**Reed  
UNIT-FANS, INC.**

Manufacturers of Ventilating Equipment

1001 St. Charles Ave.  
New Orleans 8

peeling display cases, counters, and wall fixtures, complete with appropriate decorations.

To make certain their fixtures would not suffer from inappropriate backgrounds, the Hendrys employed an outstanding local decorator. With the fine craftsmanship of their shop men and with their enlarged knowledge of modern styles and finishes for handsome cases, counters, fixtures, and paneling, the Hendrys thus were able to offer a complete job of re-decorating and equipping a modern store.

Their first job was the installation of new fixtures in the McIntyre Dress Shop in St. Petersburg, in 1946, for a total of \$2,500. The unusual design of the fixtures immediately drew other merchants to the Hendrys, seeking similar packaged store modernization.

This "seeing is believing" sales appeal—this up-building of goodwill—from the beginning has been almost the total advertising program the Hendry Lumber Company has had for this phase of their building-supply operations.

Perhaps the strongest magnet which wins such orders for the

Hendrys is the prospective customer's knowledge that this firm can be relied upon to deliver the goods in the shortest possible time. They have yet to fail to meet a "delivery" or completion date on a store-fixture job.

Their largest order was for the ultra-modern women's wear department of St. Petersburg's famed shopping center, Webb City. From decorating the walls to construction and installation of the wall fixtures, display cases and counters, the job was completed within nine weeks from the day the \$40,000 order was received. Promise of such fast delivery won the order from J. E. (Doc) Webb, energetic, imaginative head of Webb City.

According to customers and other observers, the Hendry-made store fixtures compare favorably in quality and price with those made by special manufacturers of such items.

From the preliminary sketch of the store decorations and designs, the customer may see the work in progress at the Hendry woodwork plant. Twenty-five expert craftsmen there use the latest ma-

chinery and finest plywood, lumber, and other materials, to turn out sparkling fixtures.

Most Hendry store modernization jobs run from \$5,000 to \$10,000. They are to be found not only in St. Petersburg but in 10 other Florida cities along the west coast.

## REMODELING

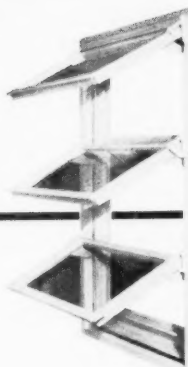
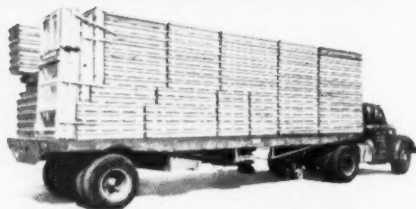
(From page 25)

can be sawed with special saws.

In rainy weather, this workroom is used not only by farmers and other home-owners but by carpenters who can do many of their jobs here.

This firm rents a floor sander and a concrete mixer to help the home-owner with repairs and remodeling. It also has a variety of stock plans for small farm structures, such as feeders and pens.

"A man usually builds only one house," says Hamilton, "but he never stops repairing and improving. We want such business because it is a steady, repeat business. And we have arranged our store displays to promote it."



## Standard of the South!

Corrosive salt air, dampness and lime do not affect this solidly built, precision-made, smooth-operating window. The toxic treatment, applied at our factory, affords lifetime protection against rot, fungus and termites. An occasional coat of paint restores and maintains beauty. Hardware is rust-proofed.

You'll find these windows in homes and institutions of all types, because architects, builders, contractors and owners all realize that only in the Gate City Wood Awning Window can they get the permanence, economy and 100% ventilation they're looking for.

Be sure you can supply your trade with the window that has become the "Standard of the South". For full information see your distributor or write Gate City Sash & Door Co., Dept. SBS 9, Fort Lauderdale, Florida.

## Gate City

### Wood Awning Windows

Toxic-treated against rot-fungus-termites

Export Sales Representative: Frazer & Co., 50 Church St., New York 7, N.Y., U.S.A. Cable address: Frazer, N.Y.



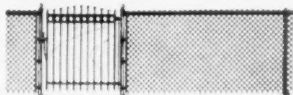
While you're at it...  
Sell them a  
**STEWART FENCE, A RAILING**  
or some other accessory

Your customer may need a fence. Illustrated are two popular, low-cost Stewart fences that fill the bill for most homes. If it's a factory, a large estate or some other type of property, Stewart has a Chain Link Wire or Iron Picket Fence to meet all their requirements.



Iron Picket Fences are made in many designs, in plain and ornamental iron.

Chain Link Wire Fences are available in several heights, weights and styles.



Perhaps they need a railing for a balcony, the stairs, a porch or a stoop. Stewart produces railings for all purposes, in many designs in plain and ornamental iron.



Iron Railings are made in an unusually wide range to meet all home requirements.

Then, too, folks like to dress up their homes with ornamental iron lanterns, interior gates, grilles or treillage work. Some want flagpoles. We have all these items and many more.



Flagpoles are made of standard weight pipe, heavily galvanized after fabrication.



Ornamental Iron Lanterns—bracket and pier types—are available in many styles, sizes and finishes.

So whatever your customer needs along these lines, contact Stewart. Chances are we have it.

Our dealer plan is simple because there is nothing to buy and no stock to carry. It's profitable because Stewart products are priced to allow a good margin for the dealer. And sales resistance is reduced because you are selling nationally advertised products that are well known for their high quality. It will pay you to make Stewart your source of supply for iron and wire fence and metal specialties.

Write for dealer plan today. There is no obligation whatever. If you are interested in some particular item, tell us what it is and we'll send full details.

**THE STEWART IRON WORKS CO., INC.**  
1746 STEWART BLOCK CINCINNATI 1, OHIO



**SAYS MR. WETWALL.** "I'll enjoy wetting and warping and mildewing every stud in this new house."



**SAYS MR. DRYWALL** (alias Mr. Homasote). "You won't have the chance! I'll keep them dry and straight and the walls mildew-free, for the life of the house!"



## DRY WALL CONSTRUCTION

Why pay extra money for good quality, dry lumber and then soak it with water — by plastering?

With Dry Wall Construction the owner will never have cracked walls, falling ceilings or buckled floors. Dry Wall Construction is the modern, up-to-date, common sense and fast method — the greatest advance in 300 years of building construction.

For 32 years Homasote has been used for Dry Wall Construction — in millions of dollars of private homes. Since 1936 its use has been supported by intensive research costing more than \$500,000.

Dry Wall Construction — with Homasote Big Sheets — offers many major advantages... The average wall is covered with a single sheet; batten strips and unsightly wall joints are eliminated. In a single material you provide lasting insulation value and great structural strength.

Dry Wall Construction — with Homasote Big Sheets — means walls that are permanently crackproof, ideal for paper or paint, lending themselves to modern decorating effects, modern mouldings and trim.

Let us send you performance data and illustrated literature on Homasote and allied products.



... in Big Sheets up to 8' x 14'

**Oldest and strongest  
insulating and building  
board on the market**

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Name  (Please print in pencil)

Address

City & Zone  State

## Home Finance Experts Chosen to Advise HHFA

Twenty outstanding housing finance representatives have been selected by Administrator Raymond M. Foley as an advisory committee for the Housing and Home Finance Agency.

The first committee meeting was held July 19 with Dr. Richard U. Ratcliff, director of the housing research division. The committee will consider specific proposals for research projects and will give advice in carrying out such plans.

The committee members include:

Herbert Colton, Oscar R. Kreutz, S. E. Neel, Lawrence M. Bloomberg, Edison H. Cramer, Shirley K. Hart, William H. Husband, Thomas B. King, Ralph A. Young, all of Washington, D. C.

J. R. Dunkerley, Leo Grebler, James J. O'Leary, R. J. Saulnier, Harry Held, all of New York, N. Y.

William A. Marcus, San Francisco, Calif.; L. Douglas Meredith, Montpelier, Vt.; Arthur M. Weimer, Bloomington, Ind.; Arvid Petersen, East Detroit, Mich.; Elden Smith, San Pedro, Calif., and A. D. Theobald, Peoria, Ill.

## WOOD WINDOWS

(From page 20)

wood window. Other units in the corner display include a 12-light double-hung window with ventilator, a standard 12-light double-hung window unit, and a shallow 12-light double-hung window for kitchen or bathroom use.

Although the recent boom in homebuilding has taxed the production capacities of most wood-window manufacturers, some of them soon or later, can deliver economical, packaged units of all popular types of windows through jobbers or direct to dealers in carload quantities. For unusual sizes or styles of wood window units, most dealers order out of the balanced stocks of jobbers.

### Amusin' But Confusin'

At a recent regional retail lumber dealers' meeting in Independence, Kan., an animated discussion developed on the current rise in prices of building materials.

When a silent Coffeyville dealer

was asked to give his opinion, he replied, "I don't claim to be smart; neither do I think I am the dumbest guy in the world. I am like the little boy who dropped his bubble-gum on the henhouse floor. I am merely confused."

## Plans Made to Publish LDRC Home Plan Book

The National Plan Service, Chicago, Ill., will publish a book of the small home plans that have been developed by the Small Homes Council of the University of Illinois in the planning project of the Lumber Dealers Research Council, it was decided by officials of all three organizations recently. Distribution is expected by mid-October.

The tentative title for the plan book is "Unit Planned Homes—Industry Engineered." The books will be published and distributed by National Plan Service, with full credit to the Lumber Dealers Research Council and the university agency. A royalty will be paid the council, to be earmarked for future research projects.

**Pick up that EXTRA PROFIT...**

with the Premier  
**"201"**  
 Sales Promoter

★  
**← FREE**  
*This Display Rack*

**WITH THE EXTRUDED ALUMINUM  
 MOULDINGS** *Contained in this Deal!*



You Invest ... \$53.28  
 Your Return .. 126.72  
 Your Profit ... \$ 73.44

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**Best  
Exterior  
Walls\***



**Top  
Profit  
Maker\***

**Oldest  
Firm in the  
Business\***



**Insist on  
the Original\***



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SHAKES**

**COLONIAL CEDAR CO., INC.**

600 WEST NICKERSON  
SEATTLE 99, WASHINGTON

**R-V-LITE**

*All-Purpose*

**WINDOW MATERIAL**

Goes *"All-Out"* to  
**Sell Your  
Customers**



**RADIO ADVERTISING**

Frequent spot announcements in major markets reach millions of listeners . . . your customers!



**Consumer Publication  
ADVERTISING**

Consistent advertising in leading home and farm magazines keeps demand rolling from readers of:

FARM JOURNAL • COUNTRY GENTLEMAN • AMERICAN POULTRY JOURNAL • THE SUCCESSFUL FARMING • THE FARMER • NEBRASKA FARMER & IOWA WALLACE'S FARMER • WISCONSIN HOMESTEAD • WISCONSIN AGRICULTURIST & FARMER • PRAIRIE FARMER • POULTRY TRIBUNE • 4-H NEWS • BETTER FARMING METHODS.



**PLUS THESE SALES HELPS**

- Consumer folders with actual R-V-LITE swatches
- 3-color counter displays with booklets
- Easled window display cards and posters
- Colorful store banners
- 8-Roll Capacity Floor Merchandising Fixture available at nominal cost with Special Assortment No. R-V 550-D

**ORDER  
FROM  
YOUR  
JOBBER**

The season for R-V-LITE never ends. There's a type to SUIT EVERY PREFERENCE, FIT EVERY BUDGET

Visit BOOTH No. 113 at the  
NATIONAL HARDWARE SHOW



**ARVEY CORPORATION**

Exclusive Manufacturers of R-V-LITE

1442 NORTH KIMBALL AVENUE • CHICAGO 18, ILLINOIS

## FLORIDA

**ST. PETERSBURG:** M. B. Wooley, who has been in the appliance business since his graduation from Butler University, is now manager of the new home appliance division of the Hendry Lumber Company.

**JACKSONVILLE:** The Builders Products Company, founded in 1924 by Emmett H. Jones, recently held an "open house" to introduce its new display room and general offices to the public.

**AUBURNDALE:** The Ridge Lumber and Supply Company has been issued a charter of incorporation.

**ST. PETERSBURG:** James Hendry, of the Hendry Lumber Company, has been named assistant head of the policy board of the new St. Petersburg Executive Labor Council. The Council will act as a "clearing house" for local labor-management problems.

## KANSAS

**McPHERSON:** Improvements have been completed at the McPherson Lumber Company. A recent "open house" attracted many customers and friends.

**WICHITA:** The 72-year-old Swartz Lumber Company has been sold to the Rock Island Lumber Company. The Rock Island firm will continue

# DEALERS in the NEWS

its retail operations as before and is using the Swartz property for manufacturing and storage.

**HOWARD:** A new display room was recently opened by the Perkins Hardware and Lumber Company.

**NATOMA:** Paint, brick-veneer siding, and H. B. Brown's keen imagination have made the Natoma Lumber Company look like a completely new place.

**MANHATTAN:** New offices will soon be completed at the Cofield Lumber Company. The lumber yard also has been remodeled.

**ALMENA:** Miss Dorothy Edgett and Dale R. Shearer were married recently. Shearer is assistant manager of the Norton Lumber Company.

**BURNS:** Bill Baird, manager of the Co-op Lumber Company, is now a

grandfather. A son, Rodney Baird Johnson, was born June 22 to his daughter, Mrs. Ernest Johnson.

**SATANTA:** New assistant manager of the T. M. Deal Lumber and Hardware Company is Bob Mark. He recently was graduated from business college in Topeka.

**SALINA:** Construction has been started on a modern new building to house the Leidigh and Havens Lumber Company, at Fifth and Ash Streets. The site of the old building will be used as a parking area.

**CLAY CENTER:** F. E. Howell has announced that his lumber yard is adding an automatic ready-mix concrete plant.

**GOODLAND:** Over 3,000 persons attended the opening of the new Foster Lumber Company yard. A thousand orchids and 20 dozen carnations, pencils, and luminous cups were given the ladies. Cigars, screwdrivers, and pints of paint were distributed to visiting men.

**NEWTON:** J. L. Duke, of the Duke Lumber Company, has been elected director-at-large of the Kansas Chamber of Commerce.

**WINONA:** The Golden Belt Lumber Company has been remodeled to improve its appearance.

**YODER:** Myrl Stark has been transferred here to manage the Haven Lumber Company yard. He formerly was with the firm's Turon yard.

**GRIDLEY:** The Houston Lumber Company has added a 20x24-foot building to connect the lumber shed and warehouses.

## OKLAHOMA

**OKLAHOMA CITY:** In a recent year-long competition among the personnel of the Long-Bell Lumber Company's retail department, based on sales increases and other factors, L. F. Broderson won in the big yard classification. He is manager of the Oklahoma City store No. 1. Winners were given free trips to the Long-Bell operations in Longview, Wash.

**HENRYETTA:** Manager R. F. Abrams, of the Long-Bell store, won the company contest for medium-size yards.

**ARNETT:** Winner in the small-yard classification of the recent Long-Bell retail store contest was C. L. Oakley.

**ELK CITY:** D. K. Ramsey, manag-

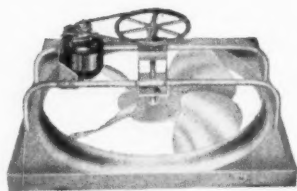


## Murray OFFERS YOU

## Your Best Sales Opportunity

### THE MURRAY VERTICAL VENTILATING FAN

This horizontal mounted vertical discharge fan has heavy gauge steel housing, with frame of one inch seamless tubing, die formed. The blades are Torrington Patented die formed statically and dynamically balanced. Comes in sizes 24", 30", 36", 42" and 48". The bearings are especially designed — sealed Ball Bearings with permanent lubrication. All Murray fans are rated in accordance with standard test code adopted by ASHVE and NAFM.



Write for full details

## THE MURRAY CO. of TEXAS, Inc.

Atlanta 1, Georgia

Dallas 1, Texas

Sales Agents

H. C. BIGLIN CO., Inc.

Atlanta 3, Ga.

117 Harris Street, N.W.

er of the Elk City Lumber Company, has announced that Vic Smith, a floor covering specialist, has joined the sales staff.

**NEWKIRK:** Earl Davis, of the Long-Bell store here, recently celebrated his 50th year in the retail lumber business. All but six months of the time has been spent in Newkirk.

**CHICKASHA:** Fred Stephenson, local lumber dealer, has been elected chairman of the board of stewards of the Epworth Methodist Church for the third time.

**MANITOU:** Lee Long has opened a lumber yard. He formerly managed several yards for the Dascomb-Daniels chain.

**BARNSDALL:** The O. E. Woods Lumber Company recently purchased the Rounds and Porter yard here. The fence that formerly separated the two businesses has been removed and operations have been consolidated under Woods' management.

**PERKINS:** Bill Lane, manager of the Long-Bell Lumber Company here, reports the completion of a full-sized six-room house built by the trades and educational class of Hugo High School. The local lumber dealers gave a dinner for the students and faculty. The house will be sold to the highest bidder.

**ALVA:** Myron Jenkins has assumed management of the A. C. Houston Lumber Company. He succeeds W. L. Certain, who was recently promoted to district auditor.

**MADILL:** New manager of the T. H. Rogers Lumber Company is James Chaney. He replaced Jim K. Williams, who now manages the company's Durant yard. The Rogers firm recently bought the Durant yard from the Fox Rig and Lumber Company.

## KENTUCKY

**COVINGTON:** The Tate Builders Supply Company has been chartered through the merger of the Tate Builders Supply Company and the Colonial Coal and Supply Company. Capital stock was listed at \$330,000.

## TEXAS

**HEARNE:** The new Chandler Building Service has added a line of paints to its other building supplies. Guy and J. G. Chandler operate the new enterprise.

**PARIS:** The Murphy-Provine Lumber Company recently completed its remodeling program in time to celebrate its 30th year of business in a modern building. During its week-long sale, a different building product was offered at low price each day.

**GREGGTOWN:** Johnny Dunaway, general manager of the J. R. Dunaway Rig and Lumber Company, reports a successful formal opening of his firm.

**EAGLE LAKE:** Justin Smith has opened a building supply store here on Highway 200.

**BERTRAM:** T. M. Daniel has sold

his interest in the Home Lumber Company to E. F. (Buster) Allen. Allen has had several years' experience in retailing lumber.

**BEEVILLE:** Extensive renovations are under way at the John F. Grant Lumber Company.

**SAN MARCOS:** James C. Tuttle has opened a new lumber yard on Highway 81. Tuttle has managed yards here and at Luling during the last 10 years.

**PAMPA:** Jack Sullivan, who managed the Panhandle Lumber Company here for eight years, recently resigned. He has been succeeded by L. H. Cossell, of El Reno, Okla.

**SWEETWATER:** S. J. and George

W. May, who operate the May Brothers Lumber Bin, have enlarged their store and added a brick front.

**EL PASO:** The Rio Grande Lumber and Fuel Company, suffering from a recent fire, is being assisted by other local lumber yards. A temporary Rio Grande office has been set up at the Mayfield Lumber Company.

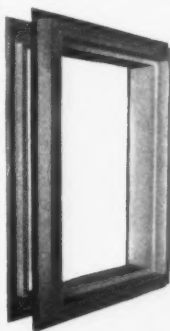
## LOUISIANA

**BASTROP:** The Morehouse Lumber and Building Material Company has changed its name to the Terzia Lumber and Hardware Company. Manager Jack Terzia made the change in honor of Felix A. Terzia, who

# One-der Window and Door Frames

Patents Pending

## Complete One-Piece Metal Frames for any type of Construction



"Build the wall around it"

The many advantages of One-der Frames were quickly recognized by leading builders, who are using them on large and small projects all over the country.

The attractive appearance of the frames and their promise of long life without maintenance, make them popular with people who build homes to live in.

Each frame arrives on the job a complete, one-piece unit ready to set in the wall. No job-site assembly. No pieces to put together. No carpenter labor required. Nothing extra to buy.



## SAVE TIME! SAVE COST!

See your dealer or write

**ONE-DER WINDOW Sales Company, Inc.**

2109 Third Ave., North  
Birmingham 3, Ala.  
Phone 54-2147

Made of 18-gauge steel, welded for strength, the frames are treated for rust prevention. They come with a prime coat of light gray Zinc Chromate. They are easily finished in light colors with one additional coat.

founded the company in 1887. . . Carl (Sammy) Turpin has returned here to manage the Bastrop Lumber and Supply Company. He received his engineering degree from Louisiana State University in June.

**VIVIAN:** The Cooper Lumber Company has filed articles of incorporation.

**ALEXANDRIA:** The new Town-In-Country store, building supply firm, held its grand opening July 8.

## MISSISSIPPI

**KOSCIUSKO:** The office and retail store of the Builders Supply Company have been moved to a modern new building.

## SOUTH CAROLINA

**CHARLESTON:** Lumber, brick, stone, and other building supplies are being sold by the recently-incorporated Coastal Builders Supply Company.

**MAULDIN:** A charter of incorporation has been granted to the Mauldin Lumber and Supply Company.

## NORTH CAROLINA

**GUILFORD:** The Matthews Lumber Company has been granted an incorporation charter.

**LENOIR:** A charter of incorporation has been granted the Robbins Lumber Company to sell timber and wood products.

**LONGVIEW:** Guy Frye and Sons, Inc., has been incorporated to sell lumber and building products.

## ARKANSAS

**JONESBORO:** Charles Stuck, local lumberman, recently attended a meeting of the National Boy Scout Council at Valley Forge, Pa.

## MISSOURI

**AURORA:** The Aurora Lumber Company has a new manager—John Donica. He replaced Bill Ledbetter, who has moved to Springfield.

**NEW HAVEN:** Two blocks of the business district in which the C. J. Harris Lumber Company branch is located were badly damaged by a recent fire that caused more than \$150,000 damage. The fire swept through the block-long lumber company, where it started.

**WARRENTON:** Marvin Wulff has returned here to manage the C. J. Harris Lumber Company. Former Harris manager at Jonesburg, he succeeds M. F. Wright, retired.

**SEDALIA:** W. M. Jones, of the Johns Lumber Company here, and Mrs. Johns recently celebrated their 59th wedding anniversary.

## Obituaries

**FRED D. SHORE,** 66, who had been in the lumber business 46 years in Jacksonville, Fla., died July 14. He was president of the F. D. Shore Lumber Company and was the first president of the Jacksonville Wholesale Lumber Dealers Association. Surviving him are his widow, daughter, two sons, 11 grandchildren, and two great-grandchildren.

**JAMES TRAVIS BEDSOLE,** 61, secretary of the Wiener Lumber Company, Dallas, Tex., died July 7 of a heart attack. He leaves a widow, stepmother, and five sisters.

**CHARLES FREDERICK GRAVES, SR.,** 64, a partner of the Graves Brothers Lumber Company, Batesville, Miss., died June 29. Until failing health forced him to slow down, he was active in civic and church affairs. Surviving are his widow, two sons, and two daughters.

**ROBERT H. BECKLEY,** 54, secretary-treasurer of the Elwood Lumber Company, St. Louis, Mo., died June 20. He was a brother-in-law of Edward Roth, treasurer of the St. Louis Cardinals baseball club. He leaves a widow, son, two daughters, mother, and sister.

**RUSSELL B. CLARK,** 57, of Kansas City, Kan., died June 19. He was president of the Clark Lumber Company, which has retail yards in Kansas and Oklahoma.

**ALBERT HARRISON HARRIS,** 79, superintendent of the Gloucester Lumber Company and former mayor of Brevard, N. C., died July 1 at the home of his son in Norfolk, Va. In addition to his son, he leaves a daughter.

**THEODORE L. CERTAIN,** 88, of Pampa and Liberal, Tex., died June 15. He had been engaged in the retail lumber business for over 40 years in several Kansas towns before he retired in Texas. He leaves a widow and five children.

**JAMES F. ELLIS,** 62, died June 24 in Orange, Tex. He was president of the Ellis Lumber Company in Vinton, La. A prominent Methodist, he was a Rotarian, a charter member of the local Masonic Lodge, and a Shriner. Surviving him are his widow, daughter, six sisters, four brothers, and two grandsons.

**W. T. NEAL,** 76, treasurer and a member of the board of directors of the Southern Pine Association and a past-president of the group, died July 23. He was president of the Neal Lumber and Manufacturing Company, Blountstown, Fla., and of the T. R. Miller Mill Company in Brewton, Ala. His second wife and son survive him.

**MRS. WALTER GALLEMORE,** of San Angelo, Tex., died in an automobile accident near that town on June 14. Since her husband's death in 1948, she had operated his wholesale lumber business.

in Attic Ventilation,  
the RIGHT WAY is

**WIND WAY**



**WINDWAY  
"RANCH HOUSE" FAN**

The WINDWAY Vertical Discharge Ranch-House Package Fan was primarily designed to fit ANY type building EASILY! By the elimination of rubber cushions, spring mounts and canvas boots, installation costs, time and effort have been saved. WINDWAY merely sets ON THE FLOOR of the attic or on the trim of the well hole—and is SEVEN fastened in any way, yet it moves the greatest amount of air quietly with absolutely NO noise or vibration.

WRITE FOR  
AGENCY PROPOSITION

**WIND WAY**

FAN AND VENTILATOR CO.  
151 W. 34th St. • New Orleans, La.

**MOTOR**—is cushion mounted, oil-wick packed, forever noiseless. Has bronze sleeve guide bearings, ball thrust bearings, good for life.

**FAN SHAFT**—is oil-wick packed, forever noiseless, and has bronze sleeve guide bearings, sealed-in, grease ball thrust bearings, good for life. Has two flats for set screws on blade end and one flat and key-way on pulley end.

**FAN SHAFT HUB**—is tubular. Rigidly supported by rectangular steel arms from four corners of fan frame—no possibility of movement or shake.

**BLADES**—of composition material that will NOT rust or twist. They are non-vibrating and glass-smooth—to move large volume of air easily, with little friction.

**BLADE SPIDER**—Cast aluminum, double-set-screwed to shaft.

**FAN SHAFT PULLEY**—Steel, double-set-screwed and keyed to shaft.

**MOTOR PULLEY**—Steel, single-set-screwed. Diameter of motor shaft does not permit two set screws.

**BELT**—Top-quality "V" size "A," for very long life.

**CARL A. MORGAN**, building contractor and co-owner of the Build-Mor Lumber Company in Bartlesville, Okla., died recently at the age of 63. He was a Rotarian, Mason, and Shriner. Surviving him are his wife, one son, two daughters, two grandchildren, two brothers, and one sister.

**WILLIAM E. DUNHAM**, 64, president of the Savannah River Lumber Company, died July 21 at his home near Ridgeland, S. C. He was active in the Rotary Club, Georgia Forestry Association, and as a Boy Scout leader. His wife, a son, two grandchildren, and two brothers survive him.

### Among the Wholesalers

**STATESVILLE, N. C.:** General Manager Joseph A. Pisani, of Roxdale Building Products, has announced that the Barger Millwork Company is now distributor for Roxdale wall-boards in this area.

**KNOXVILLE, TENN.:** The Harris Supply Corporation has been appointed distributor for Roxdale wall-boards for this territory.

**HOUSTON, TEX.:** D. D. Peden, who joined the Peden wholesale hardware firm in 1885, resigned June 12 as chairman of the board of the Peden Iron and Steel Company, the name under which the firm now operates. His son, A. G. (Tex) Peden was elected to succeed his father. J. L. Peebles, president and general manager, will preside at future board meetings.

**ABILENE, TEX.:** The William Cameron Company is doubling its warehouse capacity in a remodeling program, according to David Green, local manager. A new building under construction will provide 15,000 square feet more space.

**EL PASO, TEX.:** The Wholesale Builders Material Company has applied for a Texas charter to serve the Southwest. A modern office building and warehouse are being erected. Officers of the new firm are J. W. Byers, president; Carroll Ridlon, secretary, and W. Ed Hepp, treasurer.

### Atlanta PC Chapter Names 1950-51 Officers

George L. Word, Jr., of the Otis Elevator Company, was elected president of the Atlanta, Ga., chapter of the Producers Council at a recent meeting. He succeeds Roy W. Mothershed, Pittsburgh Plate Glass Company.

George A. Petters, Johns-Manville Sales Corporation, moved into the second spot as vice-president. Harold Sterrett, Southern Zonolite Company, is treasurer, and J. M. Fowler, Armstrong Cork Company, secretary.

President Word named the following committee chairmen: Program—William H. Carver, American Radiator and Standard Sani-

tary Corporation; Membership—Paul F. Clark, Jr., Industrial Equipment Company; Technical—Thomas D. Stanford, U. S. Mengel Plywoods, Inc., and Publicity—Russell F. Snyder, Libbey-Owens-Ford Glass Company.

Cosmopolitan Hotel Company, Inc., which will cooperate with the Statler firm and provide part of the capital.

### More National Steel

Over 2,000 building material dealers attended the recent opening of the National Steel Products Company's new plant in Houston, Tex. The three-building plant of the National Steel Corporation subsidiary houses manufacturing and warehousing facilities.

### New Statler in Dallas

The Hotels Statler Company has announced plans for building an 800-room hotel in the down-town section of Dallas, Tex. A group of Dallas businessmen has formed the



The exclusive LOKTITE design which double-locks at each exposed corner. Assures safety in storm and wind.

LOKTITE sells so easily because it offers extra, exclusive features—additional advantages in safety, beauty and economy which customers readily recognize.

Loktite delights customers who are appearance-conscious. Satisfies those who think first of safety. Pleases those who insist on extra value in every purchase.

For greater roofing volume, show Loktite.

WRITE, WIRE or PHONE for full details, today.

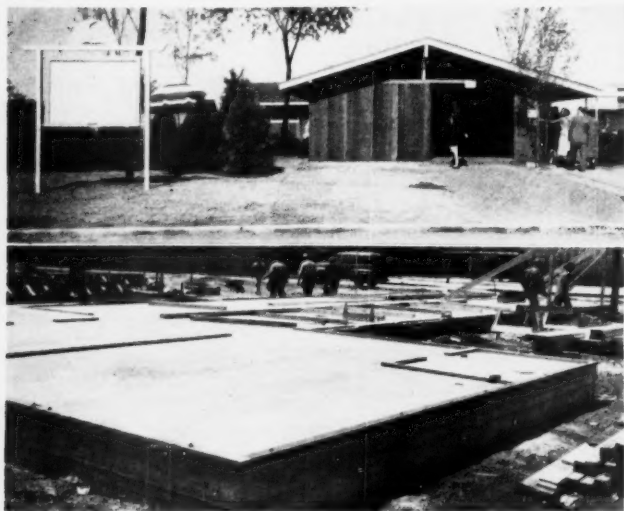
### AMERICAN ASPHALT ROOF CORPORATION

E. St. Louis, Ill.  
31st and St. Clair

Member Asphalt Roofing Industry Bureau  
Kansas City 3, Mo. 7600 Truman Road  
Salt Lake City 10, Utah 1674 Beck

Ft. Worth 7, Texas  
2316 West 5th

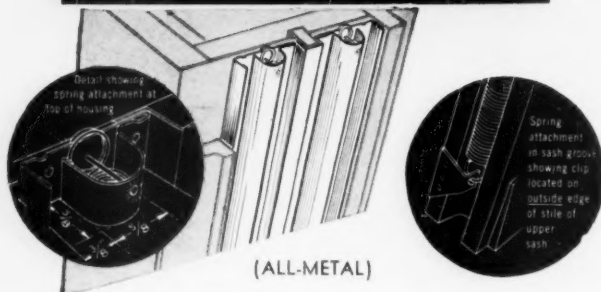
## MODERN, LOW-COST HOMES AT CHICAGO FAIR



One of the most attractive houses along the "Avenue of American Homes" at the Chicago Fair of 1950 is this low, spacious "Flowered Ranch House," sponsored by "Better Homes and Gardens." The foundation, as shown in the lower picture, is of concrete slab construction. All wood foundation sills are pressure-treated against decay and termite damage. Cliff May, of Los Angeles, Calif., is the designer. The average cost of each home shown at the fair is \$9,000. Photographs courtesy of the American Lumber and Treating Company.

### COMBINATION SASH BALANCE AND WEATHERSTRIP UNIT

Do two jobs at once on any double-hung window. Here is an installation on an economy frame giving an all metal sash run. Or simply "cap" old or new wood parting beads. Allmetal Sash Balance give stable sash — provides finger-tip control — cuts labor and material costs and provides better windows by weatherstripping as well as balancing. Send for complete information now.



### SOUTHERN METAL PRODUCTS CORPORATION

921 Rayner St.

MEMPHIS, TENNESSEE

Gentlemen: Please send me complete information and prices.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

STATE \_\_\_\_\_

## Hoo-Hoo to Make More Boston History

Boston, Mass., the city where much American history was made long ago, will be the site of the 59th convention of the International Concatenated Order of Hoo-Hoo, September 7-9. All 80 Hoo-Hoo Clubs throughout the nation are expected to be represented at the Copley-Plaza Hotel, convention headquarters.

Election of the new Snark of the Universe and other national officers will be held September 9—National Hoo-Hoo Day—when most local clubs also will be meeting. Supreme Snark Martin T. Wiegand, of Washington, D. C., will preside at the business sessions.

Social activities will include a typical New England Clam Bake and tours of Boston's historic wooden homes and other scenic spots.

Walter W. Webb, Jr., is president of the host club, the Harry L. Folsom Hoo-Hoo Club No. 13 of Boston. The general convention chairman is U. Monte Carlton, and Mrs. Don B. Hyde is chairman of the Hostess Committee. Supreme Gurdon Robert J. Stalker, of Quincy, Mass., is head of Jurisdiction No. 1, which includes Boston. All promise plenty of hospitality and proceedings for all Hoo-Hoo cats who flock to Boston.



HEREFORD, TEX.: A cocktail party, buffet dinner, marimba music, and other entertainment were enjoyed by members of the Panhandle Plains club No. 8 at a recent meeting. The Weyerhaeuser Lumber Company furnished two forest films. On June 29 the cats entertained their yard employees and families with the annual barbecue at McClellan Lake.

JACKSONVILLE, FLA.: Cats do love fish! At least the Jacksonville Hoo-Hoo variety do, according to President Harold Frankenberg. At a recent fish fry, held at the Copper Kettle Restaurant, members entertained over 100 employees and friends. A party for the ladies is being planned.

ST. PETERSBURG, FLA.: Frankie Sinkwich, former All-American football player and present coach at Tampa University, gave St. Pete cats the low down on football at the July 5 meeting. More sports dope was contributed by Athletic Director Paul Myers, of the university, and Sports Editor Dan Hall, of the Evening Independent.

## MODEL BUILDING DEPARTMENT

(From page 21)

contractors, and an architect. The building official serves as secretary.

The Electrical section of the Division of Building in Columbia is covered by an ordinance adopted in July, 1949, to regulate and control the licensing of electricians within the city, and to regulate and control installation, maintenance, and upkeep of all electrical work within the city.

All electricians operating in the city must have a proper license issued and be bonded after successful examination by the Board of Electrical Examiners. With Building Official Phipps as chairman, this board includes the fire chief, an electrical inspector, a master electrician, and a journeyman electrician. The latter two members serve for two years at a time.

The city electrical inspectors include W. W. Fowler and L. G. Yongue. After considerable experience as an electrician, Fowler became a city electrical inspector eight years ago. He is now vice-president of the Southern Section of the International Association of Electrical Inspectors. Yongue became a city electrical inspector early this year after 11 years of service as a local electrical contractor.

With an architect as chairman, a Plumbing Code Revision Committee was appointed by the City Council last October. It includes a master plumber, journeyman plumber, general contractor, and mechanical engineer. It is adapting the new uniform plumbing code of the Housing and Home Finance Agency to Columbia's requirements.

Meanwhile, Plumbing Inspector E. W. Sweatman carries on under an ordinance adopted in 1946 to regulate the use of sewerage and plumbing in the City of Columbia. A master plumber of some 50 years' plumbing experience, he has been with the city for 12 years.

The Board of Plumbing Examiners, which is not connected with the Division of Building directly, includes a master plumber, journeyman plumber, and the city health officer.

Columbia's first Smoke Abatement ordinance was adopted last November "due to the density of coal smoke within the city limits" which created a nuisance and "menace to the health, happiness, and well-being of the citizens of the city." The purpose of the ordinance is to "prevent any and all nuisances resulting from the pollution of the atmosphere by improper or incomplete combustion of coal within the city limits, and to discourage the use of high volatile coal in equipment in which complete combustion of such fuel can not be obtained under ordinary service conditions."

This ordinance provides for permits to be issued for the installation, repair, or modification of power and heating equipment for which the normal annual consumption is equivalent to 10 tons of bituminous coal of a BTU content of 11,000 BTU/lb. It requires laundries, dry-cleaning es-

tablishments, railroads and locomotives to use a smokeless fuel, or oil, or Diesel, or mechanical fuel-burning equipment, within the city limits of Columbia.

Richard T. Hardy is the smoke abatement engineer and assistant to Building Official Phipps. Hardy is an engineering graduate of the University of South Carolina, and served as an engineering officer in the U. S. Navy during the last war.

The City of Columbia zoning ordinance regulates the location of trades, industries, apartment houses, and other uses of property, including the area of lots, location and size of yards, heights of buildings, and the alignment of buildings near street frontages. The zoning districts are classified in four ways: for dwelling houses, for apartments, for business districts, and for industrial districts.

The zoning ordinance is administered by Building Official Phipps and his assistant, Engineer Hardy.

Columbia's Building Division makes it clear in all of its ordinances, regulations, and literature that the issuance of a permit by the city for any type of construction, remodeling, or alteration is no bar to prosecution. This is in line with the legal safeguards of modern municipal codes and ordinances.

The whole Division of Building staff is assisted by Mrs. Margaret K. Dent. Besides serving as secretary to the Building Official, she issues permits for building, electrical, and plumbing work, and handles the receipts through the city treasurer's office.

According to Phipps, the City of Columbia has not yet attempted to account for permit receipts toward the end of making the Building Division self-supporting. But the early establishment of a city manager for Columbia is expected to result in such an accounting procedure and division objective.

These moves are all realizations of the recommendations for modern municipality organization made by the New York consulting firm of Griffenhagen and Associates. As pointed out in the beginning, this study brought about organization in December '48 of Columbia's new Department of Public Works. Sidney Tomlinson, who joined the city as city engineer in 1920, is director of this department. It is comprised of these divisions: Engineering, Building, Street and Sanitation, Sewerage, Tree, Electrical Signals, Water, and Purchasing.

Building Official Phipps is an engineering graduate of Clemson College. A registered professional engineer and land surveyor, he has been associated with design, construction, and research work for 25 years. He doesn't escape such activity even in a remunerative hobby! He teaches classes in blueprint reading and mathematics at the local vocational high school.

## CONTRACTORS!

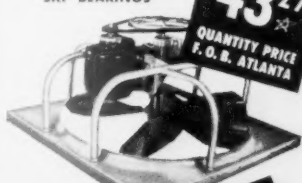
Here is the Greatest  
**BARGAIN**  
EVER OFFERED IN  
TOP QUALITY BUILDERS  
**Exhaust Fans**

**Shovelair®**

"BUILDERS SPECIAL"  
**EXHAUST FANS**

Here is a fan you will be proud to install. Features found in the highest priced fans—rugged strength in steel tubular frame. Vertical models mounted in SKF Bearings, horizontal models with diamond-bored sleeve bearings—made in 3 sizes and powered with 1/3 H.P. Westinghouse or GE Motor. Positively the lowest priced fan of this quality found anywhere. Write for details today.

**VERTICAL  
DISCHARGE  
30" 36" 42"**  
SKF BEARINGS



AS LOW AS  
**\$43.27**  
QUANTITY PRICE  
F. O. B. ATLANTA



AS LOW AS  
**\$37.56**  
QUANTITY PRICE  
F. O. B. ATLANTA

**HORIZONTAL DISCHARGE, 30", 36", 42"**  
With Diamond-Bored Sleeve Bearings

- G.E. or Westinghouse Motors
- Only 17" Clearance Required
- SKF Ball Bearings • Extra High CFM
- Easy to Install



### DEALERS:

Write for new C & H catalogue showing complete Shovelair line for 1950, and name of nearest distributor.

**C & H**

**AIR CONDITIONING  
FAN COMPANY, INC.**

1595 DeKalb Avenue, N.E.  
**ATLANTA • GEORGIA**

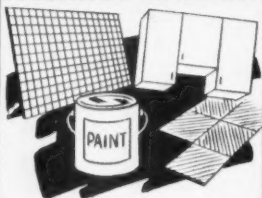
**Keep Pace With Your  
CUSTOMERS' NEEDS**

**SELL**

**Wal-lite**  
**DECORATIVE WALL BOARD**

**and  
GET MORE  
BUYER DOLLARS**

**with COMPLETE  
PACKAGE ORDERS**



In selling building materials, one product leads to another which means — one profit leads to another. Selling *Wal-lite* Tile Board Panels leads to sales of metal and wood mouldings, adhesive, paint, cabinets, floor tile, lumber, etc. *Wal-lite* baked enamel panels of hardboard have the colors, smart appearance and durability to lead your complete package sales.

SEE YOUR JOBBER

**Wallace**  
**Manufacturing Company**  
10th & Fayette, N. Kansas City, Mo.

## ASSOCIATION ACTIVITIES

### Oklahoma Survey Reveals Home Needs

A recent spot survey by members of the Oklahoma Lumbermen's Association revealed the need for 8,805 low-cost homes and home repairs totaling \$4,631,500. At a cost of \$4,750 each, the 8,805 homes would represent a potential market of some \$42 million for retail lumber dealers, according to OLA's secretary-manager, W. M. Morgan.

Morgan pointed out in recent bulletins to the Oklahoma dealers that the homes can be built under Section 8 of the new FHA Title I, which would permit payments of \$30, plus taxes and insurance, per month.

This FHA mortgage-insurance section "fills a need that retail lumber dealers, particularly those located in the rural areas, have had

for financing homes that could not meet the higher requirements of Title II, and will provide an important source of business to them. Rural dealers are now, for the first time, in a position to offer FHA financing of low-cost housing on terms that are comparable to those being offered in the larger cities."

Morgan had the results of the OLA survey printed on a large poster for distribution and use by dealers, and made rotoprints of it for further distribution to banks, home-loan institutions, and prospective home-owners.

In an open letter to OLA members, Morgan contended that the present war crisis made it essential for dealers to help get needed homes built in Oklahoma if it is to fulfill its home-front role as a source of food and other essential commodities. He declared that:

"We as a country must somehow

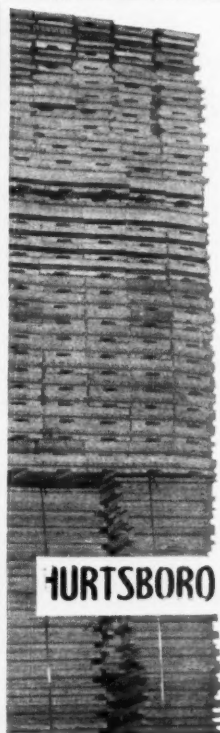
## OAK FLOORING AT ITS BEST

We are in a position to ship Oak Flooring with Air Dried Yellow Pine Boards. Also K. D. finish molding and all pattern stock in pool cars.

**Block Flooring—6¾" and 9"**  
to be laid in Mastic.

**HURTSBORO OAK FLOORING CO., INC.**

**PLANT AT  
HURTSBORO, ALABAMA  
Phone 129**



rise to the challenge of maintaining two fronts, our home front and our war front. Let us remember, there is no greater long-pull defense against communism than an individual owning and maintaining and fighting for his own home.

"Oklahoma and the other Middle West states will, due to location, be the arsenal of our defense and war factories. All of these will need homes for themselves and their families. A home is an essential of our defense and the need for a home should, if need be, be given a priority rating. The size of the home should be based on the individual need and not his pocket-book."

### Plenty of Fish and Prizes for All!

Any way Alabama lumber dealers and their suppliers look back on the 20th annual deep-sea fishing rodeo of the Alabama Building Material Exchange in Panama City, Fla., July 21-22, they agree that it was the best rodeo yet!

A total of 139 persons were on hand for the rodeo, and most of them fished—successfully.

The catch of approximately 4,000 pounds in two days was considered as fine as this annual event has produced. The king mackerel were running, and so were many other species that inhabit the P. C. bay and gulf.

The weather was perfect.

There were plenty of attractive, useful merchandise prizes to award to the luckiest fishermen.

### Carolínians Consider Survey and Insurance

The advisability of the Carolina Lumber and Building Supply Association offering a group insurance program to its members and of conducting a Cost of Doing Business Survey was considered at a meeting of the board of directors and members in the local district in Asheville, N. C., July 15.

President H. G. Sherrill will appoint a committee to make recommendations concerning group insurance at the board's next meeting.

Vice-President Louis C. Fischer and Secretary E. M. Garner told of their efforts with association members to help squash a sales tax act by the South Carolina legislature.

Thirty-five persons attended the luncheon session of this meeting. Garner said it was the first of a series to be held soon for dealers in the two Carolinas.

### Kansans Name Officers

At a recent quarterly meeting of the Montgomery (Kan.) County Lumbermen's Association, held at Independence, C. R. Crutchfield, of Coffeyville, was made president. He succeeds L. L. Keeler, also of Coffeyville. Glen Sevier, Caney, is now secretary-treasurer, replacing S. Whetler, Independence.

### Lien Law Booklets Offered S. W. Lumbermen

To provide a quick, simple reference of mechanic's lien laws for retail lumbermen, the Southwestern Lumbermen's Association has prepared a separate booklet on such laws for each state in which it has members. These include Arkansas, Kansas, Missouri, and Oklahoma.

Available for \$5.00, the booklets were prepared under the supervision of the association's general counsel, Frank E. Tyler.

### SAVE SPACE with the BESSLER DISAPPEARING STAIRWAY



Your  
Choice  
of 7  
Models

The Bessler Disappearing Stairway is a substantial and practical flight of stairs for all types of residences and other buildings. It provides proper stair access to an upper floor when desired, and leaves clear the floor space ordinarily occupied by stairs when that is wanted. When not in use, the stair slides into the ceiling out of the way.

The one and only original disappearing stairway. Tested and approved by home owners for 35 years.

Write today for literature and details.

THE BESSLER DISAPPEARING STAIRWAY CO.  
1900 E. Market St. Akron 5, Ohio

50% LESS Inventory

50% LESS Shelf Space

MORE Profit ON EVERY SALE



DO IT by Switching  
to Armstrong's  
E-L-A-S-T-I-C "33"

SEND FOR  
Free SAMPLE

Test "33" at our expense!  
Mail us your request today for 1-pound FREE sample container.

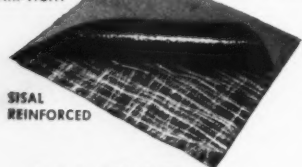
Unlike putty, Armstrong's "33" Glazing Compound never gets rock-hard, won't crack, crumble or chip off. It provides LASTING protection... and it works equally well on BOTH wood and metal sash...

So, by selling "33" instead of putty, you reduce inventory, require less shelf space, and MAKE MORE on every sale. If your jobber can't supply you, write us.

The ARMSTRONG COMPANY  
DETROIT 17 • CHICAGO 9 • DALLAS 1

# THESE 35 POPULAR USES FOR SISALKRAFT PRODUCTS MEAN MORE PROFITS FOR YOU

AIR-TIGHT WATERPROOF



## SISALKRAFT USES IN BUILDING-CONSTRUCTION

- As SHEATHING PAPER
- As a MOISTURE-VAPOR BARRIER
- For FLASHING Door and Window Openings
- UNDER ALL CONCRETE SLABS
- COVERING CONCRETE (Curing and Protection)
- UNDER FINISHED FLOORING
- As PROTECTIVE COVERING for finished floors, stairways, trim, marble work, etc.
- As WEATHER-PROTECTIVE "TARPS" over lumber, brick, cement, aggregate, etc.
- As WEATHER-PROTECTIVE "TARPS" over machinery
- FOR CLOSING IN, Temporary Partitions, Lining Sheds, etc.
- For FROST PROTECTION
- For Shade and Rain Shelters
- As DRY SHEET UNDER STUCCO

## SISALATION USES IN BUILDING-CONSTRUCTION

- As Combined Sidewall INSULATION and VAPOR-BARRIER
- As Ceiling INSULATION
- UNDER FLOORS
- With SISALKRAFT, for INSULATED DRY WALLS
- For Lining ATTICS&UNFINISHED ROOMS
- For SINGLE-WALL Construction
- For POULTRY-HOUSE LINING

## SISALKRAFT ON THE FARM

- For Temporary SILOS, Trench SILOS
- For HAYSTACK COVERS
- For Corn Crib COVERS: Grain Bin Liners
- Temporary GRAIN PILING or STORAGE
- For SEALING Permanent Silo tops and Doors
- For WAGON and TRUCK COVERS
- As WINDBREAK "Tarps"
- As PROTECTIVE "Tarps" over machinery
- As SHEATHING PAPER for Farm Homes
- For LINING BARNs, SHEDs, SHELTERS
- For LINING STOCK CARS and TRUCKS
- For CURING CONCRETE
- For TREE WRAPS
- As SHADE and RAIN SHELTERS
- As SOIL STERILIZATION Covers
- As Protective "Frost Blankets" and many other uses.

Ask for Free Merchandising Aids

### MAIL THIS COUPON TODAY

The SISALKRAFT Co., Dept. 58-B  
205 W. Wacker Drive, Chicago 8, Ill.

Please send free samples and information  
on all Sisalkraft Products. I am a  
☐ Contractor; ☐ Dealer.

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THE SISALKRAFT CO.

Chicago 6 • New York 17 • San Francisco 5

## Free Literature

Order on the Printed Helps  
coupon. Cut from page 7.

**G-8. HARDBOARD ADVERTISING.** A new Masonite advertising kit contains a catalog of mats for newspaper advertising and suggested layouts. These advertisements stress the use of hardboards in home and farm modernization. The Masonite Corporation, 111 W. Washington Street, Chicago 2, Ill.

**G-12. WESTERN PINE.** Two folders describing the botanical history and classification, growth range, properties, and uses of larch and Douglas fir complete a series of 10 folders, free in single copies. The other eight are on Idaho white pine, ponderosa pine, sugar pine, white fir, Englemann spruce, incense cedar, Western red cedar, and lodgepole pine. The Western Pine Association, 510 Yeon Building, Portland 4, Ore.

**G-14. SCHOOLS OF LUMBER.** "Today's Better Schools Are Built of Wood" is a full-color, 8-page booklet showing the use of wood in modern school buildings. Copies are free in quantities. The West Coast Lumbermen's Association, 1410 S. W. Morrison, Portland 5, Ore.

**G-15. CEMESTO MANUAL.** Forty-page manual for architects, builders, and engineers contains detailed drawings, data, and other information on use of Cemesto Celotex Board for certain walls, roof decks, and partitions. For free copy, write the Celotex Corporation, 120 S. LaSalle Street, Chicago 3, Ill.

**H-1. KITCHEN SALES AID.** A 10-point analysis of the steel kitchen business and its profit potentialities are explained in a brochure for American Kitchen dealers. American Central Division, AVCO Manufacturing Corporation, Connersville, Ind.

**H-2. FLOOR FINISHING DATA.** A new file of data and specifications on preparation, finishing, and maintenance of all floor types, including wood, cork, concrete, terrazzo, asphalt tile, rubber tile, plastic tile, and linoleum, is offered for architects' or builders' reference. In handy loose-sheet form, the data is suitable for AIA files. The American Floor Surfacing Machine Company, Toledo, Ohio.

**H-3. ROXBORD TILE DISPLAY.** The first in a series of six window displays featuring the use of Roxbord tileboard in various rooms shows its application in bathrooms. The 17-by-22-inch mounted poster shows a colorful bathroom scene, with attached Roxdale guarantees, booklets and instruction sheets, and window streamers. The Roxdale Building Products Corporation, 2916 White Plains Road, New York 67, N. Y.

**H-4. ROPE SPECIFICATIONS.** A 17-

by-22-inch wall chart showing specifications on manila, nylon, and sisal ropes is available free. It shows rope diameter, circumference, approximate net weight of 100 feet, approximate gross weight, and breaking and working strength for sizes from 3/16 to 3 3/4 inches in diameter. The New Bedford Cordage Company, New Bedford, Mass.

**H-5. LAUNDRY SALES AIDS.** Successful promotion of the Westinghouse Laundromat and clothes dryer is explained in a 44-page booklet for dealers. Testimonials from dealers who have used the program are included. Electric Appliance Division, Westinghouse Electric Corporation, Mansfield, Ohio.

**H-6. APARTMENT PLANS.** Planographed copies of the 23 winning designs in a recent contest for the wood garden-type apartment are offered free. The designs, which include a variety of architectural styles, are shown on 17-by-22-inch sheets. The Timber Engineering Company, 1319 18th Street, N. W., Washington 6, D. C.

**H-7. METAL LATH PLASTER.** "Metal Lath and Plaster for Beauty, Strength, Economy, Permanence" is a 16-page booklet showing advantages of monolithic construction in residential and commercial building. Drawings and photographs show various types of metal lath and plastering accessories and ways to obtain decorative features in plaster. The Metal Lath Manufacturers Association, 636 Engineers Building, Cleveland 14, Ohio.

**H-8. DOOR KNOCKERS.** A new folder pictures the Eroco line of door knockers for residences, apartments, hotels, and rooms of ornamental brass, bronze, and aluminum. Model numbers and sizes are included. The Eroco Manufacturing Company, 2368 North Elston Avenue, Chicago 14, Ill.

**H-9. STAINED LUMBER.** "Stain is Not Decay," a four-page folder, gives a condensed version of laboratory reports that prove that blue and brown stains are caused by harmless fungi. Suitable for customer distribution, the folder calls attention to the unusual decorative effects obtainable with such wood. The Western Pine Association, 510 Yeon Building, Portland 4, Ore.

**H-10. WEST COAST LUMBER.** "West Coast Terms No. 4" is a 16-page booklet containing information on estimat-

## FOR SALE

I made 150,000 dollars net profit in 12 years. In the Building Supply and Contracting Business with less than 200 dollars per week pay roll. If you have experience, good backing, and a little ready cash it will pay you to investigate. Located in one of the largest cattle sections of one of the coastal southeast states. 40,000 sq. ft. floor space, air conditioned offices, up-to-date planing mill and cabinet shop. An ideal set-up for three young hustlers. Reason for selling—I have had one week's vacation in 12 years. I will take about 40 thousand cash to handle inventory. Real estate and equipment can be leased or purchased on long term contract. Write Box 17, SOUTHERN BUILDING SUPPLIES, 806 Peachtree St., N.E., Atlanta 3, Ga.

ed shipping weights and conditions of quotation and sale. The West Coast Lumbermen's Association, 1410 S. W. Morrison Street, Portland 5, Ore.

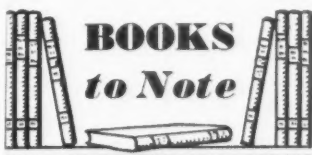
**H-11. METAL WINDOWS.** Two new catalogs—one on aluminum and one on steel—are available on Bayley metal windows. Both books contain specifications, sketches of layouts and installation details, and pictures of actual installations. The William Bayley Company, Springfield 99, Ohio.

**H-12. CARE OF ASPHALT FLOORS.** Proper care of asphalt tile floors is described in a new folder. It gives simple rules for cleaning and waxing and recommends types of casters, glides, and other floor-protection items. The Asphalt Tile Institute, 101 Park Avenue, New York 17, N. Y.

**H-13. OVERHEAD DOORS.** Better-Bilt residential and commercial overhead doors for garages and other uses are described in an attractive two-color catalog sheet. In addition to the selling points, the folder gives specifications and clearances. Southern and Southwestern Better-Bilt warehouses are now located in St. Louis, Mo.; Shreveport, La., and Atlanta, Ga. The Better-Bilt Door Company, Egg Harbor City, N. J.

**H-14. HEATING SYSTEMS.** "A Yardstick for Classifying Warm Air, Winter Air-Conditioning Systems" explains to the home-owner what constitutes a good heating system. It contains sketches of parts of various types of warm air-conditioning with explanations of their functions. This

manual—along with eight others on proved results of over 30 years of research—is available in one gold-stamped binder, described as "a library of warm-air heating information in one volume." The National Warm Air Heating and Air Conditioning Association, 145 Public Square, Cleveland 14, Ohio.



"Furniture Making and Cabinet Work" is a complete, practical handbook that should be useful in every furniture plant, cabinet shop, mill-work plant, and building supply yard that wants at hand up-to-date suggestions for home repairs and modernization. It was prepared by a master craftsman who knows every detail of every job from long experience.

He presents the material with a helpful project procedure that includes a full-dimensioned drawing of the actual construction, a complete bill of materials and list of needed tools or equipment, and step-by-step instructions from preliminary roughing to final finishing. This handbook includes comprehensive chapters on cabinetmaking; indoor and outdoor furniture construction; built-in fur-

niture and conveniences; furniture finishing; veneers and inlays; upholstery and seat weaving; restoration, repair, and refinishing; salvaging discarded furniture; principles of interior decoration, and indoor remodeling.

The chapters on built-in furniture and indoor remodeling could be worth to an aggressive dealer more than the \$6.95 cost of this 542-page illustrated book, because they contain practical instructions and specifications that can be obtained otherwise only through random collection of manufacturers' literature and trade-paper articles.

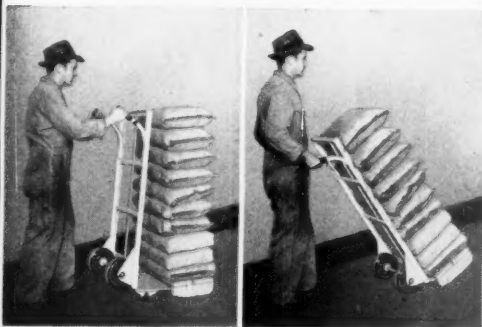
This book, "Furniture Making and Cabinet Work," is published by D. Van Nostrand Company, Inc., 250 Fourth Avenue, New York 3, N. Y.

### Lightsey Speaks

E. O. Lightsey, president of the Southern Pine Association and outstanding lumber manufacturer of Miley, S. C., was the sole speaker at the summer vacation meeting of the Southeastern Lumbermen's Club at the General Oglethorpe Hotel in Savannah, Ga., on July 14.

Members of the Roofer Manufacturers Club joined the SELC members in the two day outing, which closed with a shore dinner July 15. President E. A. Scott, of Augusta, Ga., presided.

## CUT COST OF MATERIALS HANDLING 50%



**ANCO** is the finest tilt-truck for handling bagged materials that engineering, imagination and common sense ever built.

**ROLLS** under pallet on two auxiliary wheels mounted under base-plate. Actually saves more than 50% on labor. Pays for itself in a few days AND leaves men fresher for other jobs.

No loss of product—no torn bags with ANCO single unit all-welded steel trucks.

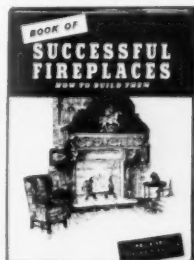
WRITE TODAY! For Money-saving details!

**ANTHONY TRUCK COMPANY**

1035 Monroe Street

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## Give your FIREPLACE SALES a lift



Put a NEW edition of the Donley Book of Successful Fireplaces in the hands of your customers. It does more for you than merely picture and describe merchandise.

It makes people WANT to enjoy all the charm and glamour of a fireplace of their own. . . . When mason customers follow Donley plans and instructions it means a successful installation with no kicks from customer to builder or from builder to you. These plans are standard in the offices of architects of the highest standing. . . .

This book helps you to sell Donley Heatsaver Fireplaces by showing the value of circulating air around the upper heated surfaces, above the fireplace throat. . . . Chapters on planning, building, operating fireplaces—on detecting and curing troubles. Seventy-six pages packed with designs, illustrations and helpful text. Red cover identifies as latest, 14th Edition. Price to public 50 cents. Free copy to dealers, with special price for quantity order.

**THE DONLEY BROTHERS CO.**

13905 Miles Ave., Cleveland 5, Ohio

## Long-Bell Firm Is 75 Years Young

The Long-Bell Lumber Company, whose retail operations have been the subject of several articles in this merchandising magazine, this year is commemorating its diamond jubilee. The company has operated for 75 years as manufacturer, wholesaler, and retailer of lumber and building materials.

The company had its beginnings as a single retail yard founded in Columbus, Kan., in April, 1875, by R. A. Long, Robert White, and Victor Bell.

After White's death, in 1877, the other partners purchased his interest and in 1884 the company was incorporated as the Long-Bell Lumber Co. In 1891 headquarters were moved to Kansas City, Mo.

Long-Bell's first manufacturing plant was established at Van Buren, Ark., in 1889. Today the company operates 14 manufacturing plants in Louisiana, Mississippi, Arkansas, Missouri, California, Oregon, and Washington.

Retail lumber yards numbering

112 are distributing building materials in 10 states.

In addition the company operates five building material jobbing houses, five ready-mix concrete plants and one prefabrication plant.

Long-Bell first entered the Pacific Northwest in 1894 with the opening of a buying office in Tacoma, Wash. In 1904 they began manufacturing operations in the region with the purchase of stock in the Weed Lumber Company at Weed, Calif. In 1916 Long-Bell acquired controlling interest. This plant is completely integrated and utilizes all of the log. It turns out lumber, plywood, sash and doors, and box material.

In 1922, construction of the city of Longview, Wash., was begun to provide homes for workers in Long-Bell's plant. Two years later it had grown into a model town of 5,000 population. The first Long-Bell sawmill was built at this site.

Present officers of the company include: J. M. White, president; R. A. L. Ellis, secretary-treasurer; and five vice-presidents, R. P. Combs, L. G. Everitt, E. H. Houston, R. F. Morse, and L. C. Stith.

## USG Enlarges Plant

To increase the amount of gypsum wallboard available to customers in the Southwest, the United States Gypsum Company is enlarging its Sweetwater, Tex., plant.

According to District Manager V. L. Yarbrough, this will be the largest USG plant in the nation. To be completed in early fall, the plant will alleviate current gypsum wallboard shortages.

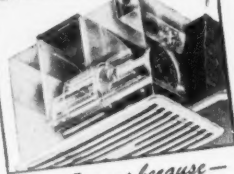
## Fall SCPI Convention

The Broadmoor Hotel in Colorado Springs, Colo., has been chosen as headquarters for the 1950 convention of the Structural Clay Products Institute, scheduled for October 23-26.

"Highlight of the meeting will be the first report to the industry from Robert B. Taylor, director of the Structural Clay Products Research Foundation, which is conducting a long-range, million-and-a-quarter-dollar research program," President W. J. Goodwin, Jr., announced.

Other session topics will be brick and tile promotion, mason training, and sales engineering.

### Only TRADE-WIND MAKES THE CLIPPER CEILING VENTILATOR



...better 5 ways because—

1. Mounts in ceiling directly above stove—instantly catches heat, grease and odors as they rise.
2. Only an inconspicuous "dimple" ceiling grille is visible, yet unit easily installed.
3. Powerful squirrel-cage blower (not a fan!) creates fast-moving stream of air to do job efficiently.
4. Because of patented construction which isolates motor from greasy air stream, unit guaranteed 5 years.
5. Available everywhere. Stocked by dealers coast to coast.

Write to: Trade-Wind Ventilator, Inc., 1000 Trade-Wind Store

Trade-Wind Ventilator, Inc. Price \$7.00

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**Now!** **A New GLIDING DOOR UNIT**  
by *Huttig*

**SAVES FLOOR SPACE**  
**NEW SILENT OPERATION**  
**ELIMINATES SWINGING DOORS**

with **3 OUTSTANDING FEATURES**

1. Solid brass, ball bearing, special DOOR HANGERS, operating on aluminum track, permit height adjustment without removing door.
2. Exclusive STABILIZING FIXTURE, operating in bottom door rail, prevents rattles and assure easy, silent sliding.
3. Slotted ESCUTCHEON PLATE at bottom closing edge of door interlocks with RUBBER DOOR GUIDE on closing jamb. Assures rigidly closed door and prevents door edges from striking stops.

SEE YOUR LUMBER DEALER

**HUTTIG SASH & DOOR CO., ST. LOUIS, MO.**

Charlotte, N. C. • Dallas, Texas • Knoxville, Tenn. • Miami, Fla. • Columbus, Ohio • Jacksonville, Fla. • Louisville, Ky. • Roanoke, Va. • Birmingham Sash & Door Co., Birmingham, Ala. • Memphis Sash & Door Co., Memphis, Tenn.

## HOME WEEK

(From page 40)

inspect and understand the construction details.

3. Try to interest a local furniture dealer in furnishing a completed home which is to be open to the public.

4. Make good use of neat display signs, which will: (a.) Tell the public how to reach the homes. (b.) Tell who is supplying the materials. (c.) Explain any special construction details. (d.) Identify brands and grades of important materials being used. (e.) Show room sizes. (f.) Call attention to any unusual home equipment or "extras" in the houses.

5. Have one or more men on hand during hours when homes are open, to answer questions and do some selling.

6. Be sure the premises are kept in shipshape condition during the week.

### "Open House" Anyway

1. Each participating dealer should hold open-house in his yard and showroom during the week,

whether or not he also has homes on public display.

2. Invite local groups—women's clubs, Boy and Girl Scout Troops, 4-H Clubs, civic organizations, etc.—to visit the yard in groups during hours when you can accommodate them.

3. Arrange special product displays, with neat explanatory signs, building the displays around central ideas, such as "new materials," "the different grades of lumber," "five kinds of floor covering," "accessories for the home," "10 types of paint," "all kinds of materials needed to build a barn," etc.

4. Schedule daily demonstrations with your materials-handling equipment.

5. Invite manufacturers to stage product demonstrations or show product films in the yard or showroom.

6. Demonstrate the cutting and assembling of prefabricated buildings or building parts at stated hours.

7. Be sure the yard and showroom are in clean and neat condition.

8. Put product literature (folders, etc.) where visitors can pick them up.

## BRAB Plans Conference

"Fire Resistance of Exterior Non-Load-Bearing Walls" will be the topic of the Building Research Advisory Board's second research correlation conference. The one-day meeting will be held at the National Academy of Sciences in Washington, D. C., September 26.

Tests, criteria, and codes for this type of wall will be reviewed. An architect, research engineer, contractor, underwriter, code official, and public building engineer will give their viewpoints on new design principles.

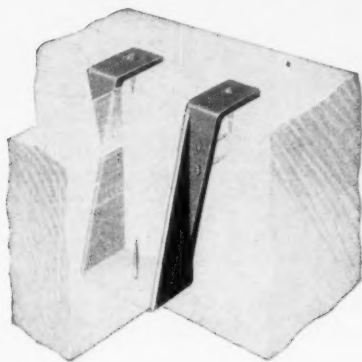
## Bird Adds Silvercote

Bird and Son, Inc., of East Walpole, Mass., has completed an agreement with Silvercote Products, Inc., to sell Silvercote reflective insulation.

This insulating line includes Duplex, an approved vapor barrier with two reflective sides; Simplex, a water-proof building paper with two reflective sides, and Flexray, a vapor barrier with one reflective side.



**IDEAL Joist Hangers**



Preferred because they lay flat against the joist and girder! They fit closely on all sides! Also adapted for stair well, chimney, light shaft and similar framing. Made of best open hearth steel. Single or double styles for every size timber.

**The IDEAL HANGER CO.**  
1289 East 53rd St. Cleveland 14, O.



"America's Favorite  
Residential Floor"

**NORTHERN HARD MAPLE**

MAPLE FLOORING MANUFACTURERS ASSOCIATION  
Room 356—46 Washington Boulevard  
OSHKOSH, WISCONSIN

## NO PALLETS TO BUY WILL NOT TEAR PAPER SACKS



### THE HOPKINS BAG TRUCK

- Will save Money, Time and Backaches
  - Will pick up 5 to 7 bags of cement in less time than it takes to handle one bag.
- When cement is handled the Hopkins way it is unnecessary to hand lift a sack of cement except in the box car. Built to last a lifetime. Sixty-inch hardwood handles, roller bearing wheels and solid rubber tires. Satisfaction guaranteed.

Price \$29.75  
f.o.b.  
Memphis, Mo.

Send your orders to

**Hopkins Lumber Co.**  
Memphis, Missouri

### WEL-BILT. FOLD-A-WAY STAIRWAY



- SAVES SPACE
- IDEAL FOR SMALL HOMES
- ADDS EXTRA ROOM AT SMALL COST

Every home should have a WEL-BILT STAIRWAY. Wasted attic space can be easily converted into valuable storage space, extra bedroom or playroom for the children.

Wel-Bilt Stairways come assembled. THEY ARE easy to install at little expense, and easy to operate.

SOLD BY LEADING DISTRIBUTORS  
FROM COAST TO COAST

Manufactured by

**THE WEL-BILT PRODUCTS  
COMPANY**

P. O. Box #95

Memphis, Tennessee

## "Take a Look at Your Place," Suggests SWLA's Allan Flint

(In a timely message to members of the Southwestern Lumbermen's Association in a bulletin recently, Allan T. Flint, secretary-manager, pointed out that "Advertising Begins at Home—Take a Look at Your Place." His message follows.)

Probably most dealers think their places of business and their services are just about right and need not be, or can not be, improved. My guess is that *not more than ten per cent would be justified in coming to that conclusion.*

A most interesting experience would be to, as nearly as possible, completely detach yourself from your business. See it as others see it. Drive up and down in front of your place and around it on every side—even the rear. Walk toward it from as far away as it can be seen, or rather, *should be seen.*

You sell paint and urge others (or should) to make use of its possibilities in looks and protection. Is your place a good example of its use or does it look "run down", drab, and colorless? Are you using, to the maximum, the advertising possibilities of your buildings? Is there a sign on your door when closed showing what your hours are, or do people who call after hours have to guess when you open? I have seen several customers waiting at the entrance of a lumber store early on a cold winter morning and none knew just when the store would open.

Is your delivery truck a source of pride when you pass it on the street? Do your employees make a favorable or unfavorable impression on people when they answer the telephone, wait on customers or make deliveries?

As to the inside of the place, there is much to be said, but we will use only one example. Have you provided a few chairs so tired women and men can sit down while waiting? Even a salesman who has made probably five or more calls on a hot summer day might appreciate a seat while awaiting your pleasure.

This simple little thing, having chairs or not, is just one test, but a good one, as to whether you have checked your place from the viewpoint of people other than those "behind the counter."

### "Constant Market for Wallboards," Marsh Says

"Dealers should think of materials that will ride a depression," V. R. Marsh, executive vice-president of Marsh Wall Products, advised in the last issue of the *Mar-lite Dealer*.

He pointed out that the 40 million homes now standing are a constant maintenance and remodeling market, in good times or bad. Such homes are always prospects for factory-finished wall panels.

Marsh urged dealers to advertise on the local level in order to let home-town customers know they sell products advertised by the manufacturers.

### Sponsors Plane Race

The Tennessee Products and Chemical Corporation, Nashville, Tenn., sponsored a cup race for midget planes, with purses totaling \$5,000. Known as the Tennessee Products Gold Cup Race, the competition was held at the National Pilots Air Meet, July 14-16, in Chattanooga.

### Foundation Frost Line

To determine when it is necessary to extend the foundation of a basementless house below the frost line, the Small Homes Council of the University of Illinois is undertaking a research project in cooperation with Levitt and Sons, Inc., noted Long Island residential subdivision developers.

### FOR SALE

IN ASHEVILLE — lumber and building supply business. Well established, profitable, currently doing \$125,000.00 yearly volume. Must be sold to settle estate. Has 800 ft. frontage on street, and railroad. Building, real estate and 3 late model trucks, \$20,000.00 Merchandise inventory at cost.

**CAROLINA BUSINESS BROKERS**  
Jackson Building Asheville, N. C.  
P. O. Box 7066



The Ulth Lumber Company, located on the bustling highway that connects Independence and Kansas City, Mo., by way of the Truman Road, uses the side and tops of its sheds for double duty. An array of 18 roofing samples, varying in shape, weight, and color, permits

the customer to make an easy choice. Shed-long signs flash the Independence firm's name and varied wares: storm sash, wire fencing, builders' hardware, tools, paint, siding, roofing, cement, lime, building materials, and corrugated iron. The corner sign promises "Bargains."

### 28th Tree Farm State

Minnesota became the 28th Tree Farm state June 17 as 76 privately-owned forests were dedicated in a ceremony attended by over 200

persons. The event was held at Boy Scout Camp Lawrie, a 150-acre tract receiving the first Tree Farm Certificate.

Hugh D. Bennett, executive secretary of the Keep Minnesota

Green and secretary of the Tree Farm program, said that the 4,413 acres of Tree Farm forests will serve as demonstration areas to show the latest techniques on growing trees as a cash crop.



**Makes Pickets at Low Cost**

Points 200 to 250 1 1/2" to 3 1/2" width pickets per hour with planer-smooth finish. No sanding required. Adjusts to cut any degree of sharpness or bluntness of picket point. Light enough to carry its stock pile—wt. only 38 lbs.—yet strong and durable enough for

year after year use. 24" high. Hand operated. 30" long handle provides easy leverage. Anyone can operate. Enables you to utilize odds and ends of lumber profitably. Seven day delivery. Send today for literature.

Net price \$52.50 f.o.b. Wilmette, Illinois. (Where state sales tax applies, add tax.)

**H.A. SCHUBERT CO. Machinists**

1212 Washington Ave.

Wilmette, Illinois



# FRIGID FANS

NOT BY CHANCE  
BUT BY DESIGN.

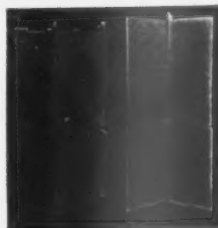
- PEDESTAL FANS
- SPRAY BOOTH FANS
- EXHAUST FANS
- AUTOMATIC SHUTTERS

- HASSECK FANS
- WINDOW FANS
- ATTIC FANS
- BLOWERS

Southeastern Representative & Warehouse:  
**W. H. BERRY COMPANY**  
45-47 Alabama St., S.W. Atlanta, Georgia

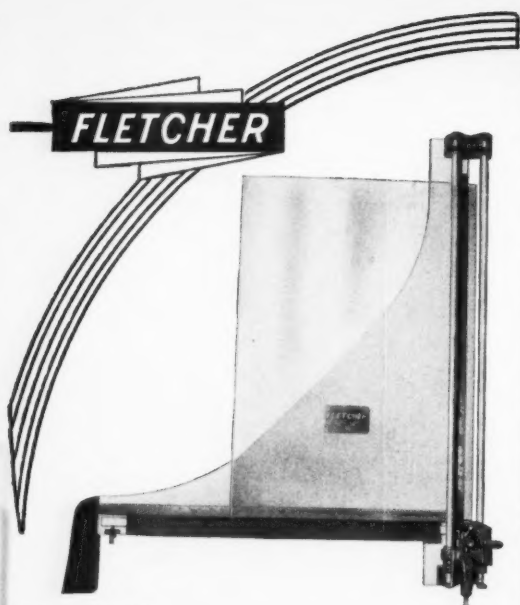
CIRCULATORS & DEVICES MFG. CORP.  
Brooklyn, New York

### GIVES SIDING JOBS IMPROVED PROTECTION AND APPEARANCE



On every Asbestos Siding Job, where appearance is essential, you can save valuable time, simplify fitting at corners and along window and door frames, give added protection, by using individual zinc corner strips . . . Made of oxidized zinc . . . will not stain. Lengths suitable for any Asbestos Siding Shingle. For complete details write

**BUGHER MANUFACTURING CO.**  
211 S. Main St. Kokomo, Ind.



## The NEW FLETCHER Glass Cutting Machine

All moving parts are ball bearing equipped, and easily replaceable. Fully adjustable for squareness of cut, size of cut and wheel tension. Uses a standard replaceable FLETCHER Glass Cutter.



**"Gold Tip"  
GLASS CUTTERS**

Several standard and special types provide a cutter for every kind of glass. Guaranteed for long cutting life and dependable service. For your own use and for resale stock FLETCHER Glass Cutters.



Visit Us in Booth  
No. 8  
NATIONAL  
HARDWARE SHOW  
New York City  
Oct. 2-6, 1950

### WOOD SCRAPERS

Five models provide a wide range of sizes and types. Replacement blades for these scrapers will bring many additional profit dollars. Scraper sizes 1" to 2 1/2". Blade sizes from 1" to 3".

### ALSO PUTTY SOFTENERS

Save time, effort and injury by using FLETCHER Electrical Putty Softeners to remove glass from old sash. Made in two sizes, Model I-A and Junior.

Write for our catalog

**THE FLETCHER-TERRY CO.**  
459 SOUTH STREET • FORESTVILLE, CONN.

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**PLANS** to provide a complete sales training course for retail coal personnel have been completed by the Coal Heating Service Division of the National Coal Association. CHS Manager J. Nelson Stuart said the training material will be available early in September. It will cover the fundamentals of successful selling in solving present-day sales problems.

**A BILL** designed to make sure that ample synthetic oil is produced from coal to prevent any oil shortage in the event of a national emergency has been introduced in the House of Representatives by Representative Ramsey, of West Virginia. His measure would permit a five-year amortization period for construction of plants to convert to oil and gasoline.

## In the **COAL SCUTTLE**

**MALCOLM B. Shelton**, of Danville, Va., is the new Southeastern regional manager of Coal Heating Service. Successor to Victor Lehtoranto, Shelton is making headquarters in Danville where he had been a partner in the retail coal business of Peerman and Shelton since 1946. The firm is a charter member of Coal Heating Service of Danville, Inc., which was organized in early 1949.

**WRITING** on "Korea and coal" in his current President's Letter, Paul E. Conrades, American Retail Coal Association president, said: "It strikes me that we are embarked on a course of action which will inevitably again highlight the importance of coal as a source of power and as a fuel. . . . It emphasizes the need to enlarge retail inventories of good coal in the entire bituminous area and it offers us the opportunity of greatly increasing the rate of movement of coal to consumer storage bins. It brings home again the basic advantages of coal over other fuels in the ability of consumers and merchants to store adequate quantities to meet emergency and peak demands of the burning season."

**Sell your  
customers**

*Faithful  
Protection*

**...sell them**

*Ideal*



### **ALL-WETHR WINDOW UNITS**

Home owners need year 'round protection from Nature's violent moments. Rain, wind, and dust are never a problem because **IDEAL All-Wethr Window Units** are completely weatherstripped for weather-tight security.

This important benefit, plus Preservative Treatment which adds extra long life and durability, make the **IDEAL All-Wethr WOOD Window Unit** a favorite item among builders, dealers, jobbers, and home owners. Sell your customers this reliable window unit for their protection and your good reputation.



Manufactured by

**IDEAL COMPANY** ☆ **Waco, Texas**

## "BILDAIR"

*has everything that  
the Builder wants in  
an Attic Fan*



*Complete —  
nothing to furnish  
—designed for verti-  
cal or horizontal shaft  
mounting.*

**THIS** low-priced fan, with ceiling grille, reaches a new high in simplicity and efficiency. Write for prices and details. **DISTRIBUTORS:** Several good Southern territories are available.

**QUIETAIRE CORPORATION**

505 N. Hutcheson Ave. Houston 3, Texas  
Distributed by Westinghouse Electric Supply Co.

When You Write to  
Advertisers in  
This Magazine  
**TELL THEM**  
You Read About It in  
**SOUTHERN BUILDING SUPPLIES**

## **PRECISION folding stairway**

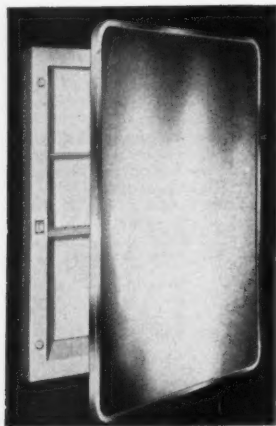
- No springs—Actuated by counterweights
- Easy to operate
- Safety treads on steps
- Insulated door panel
- Requires no attic space
- Shipped in one package

Write for full information

**PRECISION PARTS CORP.**

Nashville 7, Tennessee





## NEW! SENSATIONALLY LOW-PRICED

Here's a new cabinet that, in quality features and low price, surpasses anything we have ever offered.

It's a standard size cabinet finished in high-lustre, baked-on enamel, with a stainless steel mirror frame, and embodies features usually found only in much higher-priced cabinets, such as: Two bulb-edge glass shelves. Eight shelf supports, spaced 2" apart. Chrome-plated toothbrush holder. Nickel-plated bar door-stop. White enamel continuous piano hinge. Spring catch. Razor blade slot.

ONLY **\$9.22** LIST

WRITE  
FOR  
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18 Models

Write for descriptive literature on our complete line of bathroom cabinets.

## IDEAL CABINET CORPORATION

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Column Mould Co., Inc.

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*The* **Ideal**  
**CABINET**

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Reed Unit Fans, Inc.	59
Reynolds Metals Co. (Bldg. Prod. Div.)	*
Rouch & Mueser Co.	39
Ross Carrier Co. The	*
Roxdale Bldg. Prod. Corp.	3
Ruberoid Company	*
Rutze Weatherstrip Mfg. Co.	*

S	
Schubert Co., H. A.	77
Screens & Fabricated Metals Corp.	*
Siskraft Co.	72
Sonoco Products Co.	*
Southern G. F. Co. Inc.	37
Southern Metal Prod. Corp.	68
Southern Pine Association, Inc.	*
Southern States Iron Roofing Co.	5
Southport Paint Co.	*
Stanley Works, The	6
Stewart (Electric), S. J.	66
Stewart Iron Works	61
Superior Fireplace Co.	*
Superior Paint and Varnish Co.	*
Superior Wall Prod. Co.	*
Superior Window Corp.	55

T	
Tavart Company	*
Tennessee Prod. & Chemical Corp.	13
Texas Co. The	*
Trade-Wind Motorfans, Inc.	74
Tri-States Bldg. Materials Co.	*
Trimedge, Inc.	57
Trinity Div., General Portland Cement Co.	36
Tylac Co.	47

U	
U. S. Gypsum Co.	*
U. S. Plywood Corp. (Industrial Adhesives Div.)	*
U. S. Plywood Corp.	*
Union Aluminum Co. Inc.	11
Universal Fabricators	*
Upton Co.	*

V	
Vento Steel Prod. Corp.	*
Vikon Tile Corp.	57
Vikre Co., Inc., J. N.	*
Vin Car Sales Co.	*
Vital Products Mfg. Co.	*

W	
Wallace Mfg. Co.	70
Wel-Bilt Prod. Co.	76
Werner Co., Inc., R. D.	*
Westinghouse Elec. Co. Appliance Div. (Fans)	*
(Full Line Building)	*
Wickwire Bros., Inc.	*
Wynaco Prod. Corp.	*

Z	
Zonolite Co.	*

**"This \$250<sup>00</sup> Bestile ALUMIWALL  
inventory turns over 20 times a year  
for me!"**

Frank Smith, Alumiwall Distributor, San Mateo, California



**For big sales turnover, small  
inventory space...the best wall tile  
is Bestile ALUMIWALL!**

**In 1949 Frank Smith made  
a net profit of over \$3,000 on  
his \$250 Bestile Alumiwall  
inventory. That's turnover!**

**SEE HOW THESE FEATURES CAN WORK FOR YOU.**

1. Easier to sell. Beautiful...tremendous eye appeal.
2. Long profit. 35% to you.
3. Treated aluminum with baked plastic enamel finish in wide range of color and pattern combinations.
4. Durable finish, guaranteed not to crack, peel, or chip.
5. Fast, easy installation reduces your own time costs, makes self installation a snap.
6. Requires minimum warehouse space, small inventory outlay.
7. Accepted by F. H. A. financing for new construction or remodeling.
8. Made by a 22 year old wall covering company.

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**BESTILE MFG. CO., ONTARIO 3, CALIF.**

- ☐ Please send me complete facts,  
prices and discounts on Alumiwall.
- ☐ Ask a salesman to call.

Name

Firm name

Address

City

State

CHECK: DEALER

OR DISTRIBUTOR

Look at the

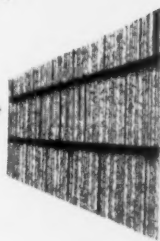
*New Line*

in our new line!



*This is the Shado-Tex, in Shake Design, available in white tone and cream tone. Shado-Tex Shingle Design, lower right, is made in white tone, cream tone and green tone.*

**Striking New Shado-Tex Design →  
adds compelling beauty  
to Flintkote Insulated Sidings**



CUSTOMERS will be quick to appreciate the bonus of beauty your recommendation of Flintkote's new Shado-Tex Insulated Sidings brings to homes.

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and watch them nod their quick and understanding approval.

Especially useful for remodeling, you'll find that Flintkote Insulated Sidings also get enthusiastic acceptance for certain types of new construction.

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You'll want to order fast and heavy on this new Flintkote Product. Be

sure to ask your Flintkote Representative about it next time he calls. Or, if you're in a real rush, write us. We'll see that you get what you want... quick!

**THE FLINTKOTE COMPANY**, Building Materials Division, 30 Rocketteller Plaza, New York 20, N. Y.

**FLINTKOTE**

*the extra years  
of service  
cost no more!*

